WHY DIDN’T YOU KNOW…
SHE’D RATHER DRIVE A BUS?
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This call has been recorded and the link of the recording
will be sent via email at the above scheduled date.

The ability to conduct a thorough, effective and revealing interview is a skill that takes time to master. How many times have you experienced a fall-off or no-show because the person you thought you knew seems to have totally changed throughout the placement process?

I have to explain the title of this session. Most of you know I partnered with a software development company for my Tutor training programs. They were experiencing some turnover at the project management level of their firm, so I offered to get involved in the interview process.

They sent me resumes on their two finalists. I was surprised to find out that one candidate had to split her time on certain days. When I dug deeper I found out she drove a school bus part-time. I asked the obvious questions, “Would the split hours jeopardize you getting this opportunity? Would you be willing to quit this part-time job for a much more lucrative and rewarding full-time career?” She then answered “Oh no, I could never quit this job. In fact, if I could earn enough money driving the bus, I’d do it full-time. I love driving the bus and would rather do that than any other job, which is why I’m not willing to give it up.”

My partners did not even question the split hours and didn’t know she drove a school bus part-time. The bigger issue is that my partner CB would have hired her as a project manager and she’d rather drive a bus.

This is a dramatic example. How many times have you been surprised because you didn’t conduct a thorough interview? The INTERVIEW is the foundation of the Placement Process. If you don’t conduct a proper interview, you are just asking for problems to surface throughout the process.

I’ve often compared the first interview to a FIRST DATE. This individual can only be as honest as they would be with a TOTAL STRANGER they don’t trust! There is no rapport and they are also trying to impact the outcome. For example, if they increase their current salary, it might result in them getting a much higher offer. As trust increases – so does honesty!
Our clients will assume the candidates we submit have been screened for skills and experience. They will hire the person that will FIT in with their current team. We CANNOT SCREEN FOR CHEMISTRY; but if we conduct a thorough interview, we now have the tools to place this individual in their next logical career move. We also understand their REAL reason for considering a change which will assist us greatly when we are matching or extending an offer.

There are three rules for interviewing:
1. Do the right thing.
2. Do the best you can.
3. Treat others the way you want to be treated.

As a result, you will be able to answer three questions:
1. Can you be trusted?
2. Are you committed?
3. Do you care about me as a person?

Think about the recruiting process for a minute. We contact a perfect stranger who is successfully working at their career, not currently in any type of job search. We request that this person allow us to assist them in making a career change for a better opportunity.

Knowing this is one of the most stressful and important decisions a person can make; we still get very impatient if the person doesn’t tell us EVERYTHING we want to know in the first interview.

As rapport improves and this person realizes we are committed to their job search, can be trusted and do care about them; they reveal more of themselves to us. You need to keep this in mind when you are conducting your initial interview, whether it is in person or by phone.

LISTEN to what they are telling you and make sure you HEAR what they are saying. If you restate what a person has said to you, it gives them pride of authorship and also ensures that you did in fact understand what they said. You were given one mouth and two ears for a reason! Always stress the WIIFM to your candidates during the interview process. They must understand the benefit to them if they are to cooperate.
FIVE THINGS TO ACCOMPLISH DURING AN INTERVIEW...

1. Knowledge about a person’s life.
2. Hot buttons.
4. Establish candidate rapport.
5. Determine how to best package this candidate.

THE MOST IMPORTANT QUESTIONS YOU CAN ASK IN AN INTERVIEW TO ASSIST IN YOUR CLOSE:

1. Five major accomplishments.
2. Five things you’d change if you were your boss.
3. The most important issues for them to make a change and what was there for them to make past changes.
4. Strengths.
5. Weaknesses.
6. Reasons to hire you over someone else.
7. Words that describe you.
8. Interview availability.
10. Where they have interviewed and offers they’ve received/rejected.
OTHER TIPS FOR AN EFFECTIVE INTERVIEW:

1. Always ask open-ended questions.
2. Avoid asking multiple choice questions.
3. Conduct a general interview.
4. Share the credentials of your firm.
5. When candidates provide awful answers, switch roles with them.
6. Write down your interviewing notes in a different color ink.
7. Work off your application/profile form not a resume.
8. Realize an interview is NOT Small Talk.
9. Always maintain your professionalism.
10. Re-ask questionable areas one week later.

CONDUCT A STRONG, THOROUGH INTERVIEW
AND YOU WILL KNOW WHEN “SHE’D RATHER DRIVE A BUS!”