

## Essential Interview Tips for Employers

The current talent market is tighter than any I've seen since I started JL Blake, Inc. in 1996. When you get an interview with a well-qualified candidate, there are a few tips worth remembering:

- Today's job interview is a meeting of equals. You have a need that you want to take care of (at a specified cost) and they have skills & experiences that qualify them to satisfy the need. It wasn't always this way. The company was perceived to have the upper hand because they had the job and the candidate wanted it. Not so today.
- Good candidates are getting multiple calls every week from recruiters, most of whom claim that they have the opportunity of a lifetime. All Star candidates are being inundated with them.
- People buy the sizzle, not the steak. You need to describe what makes your opportunity special, how it answers the question "What is it about this opportunity that is better than the job they have.?" If you have trouble doing that you have to ask yourself "Is this an opportunity for the candidate, or just another job?", which they might not be interested in considering that the good ones usually have a job.
- It's always a conundrum. How much information to reveal to a candidate being interviewed? If you reveal too much, they may use that info against you in the market, especially if it highlights a weakness (i.e. the territory is underperforming or the previous manager left because of micro management or ??? – whatever the situation is.) If you reveal too little, the job may sound uninteresting.
- Find out as early as possible in the interview why they're interviewing. Remember **CLAMPS**.
- A very effective interview technique is the **SAR** method (Situation, Action, Result). Describe a situation and ask them if they've faced a similar situation in their career. If they have, ask them to describe the situation, what actions they took and what the results of those actions were.
- If you have something that truly makes your opportunity unique (i.e. a product or technology no other competitor has) sell it. It may convince the candidate that your company is the place to be.

– Mark Bielecki