



AppleOne



Navigating the Hiring Process



AppleOne

AppleOne's mission is to find, to understand, and to fulfill the needs of another. It is our humble honor to support our talent throughout their career with coaching to interview with impact, leading to improved job offers. We do this as part of a personalized approach we call our Hiring Made Human WOW Factor™. We have assembled over 50 years of experience and employer feedback into a guide that will help you navigate today's hiring process. The job market is hungrier than ever for talent. Employers are hiring, and there are many good jobs available. However, competition is setting a very high bar for job seekers. Now more than ever you want to distinguish yourself from other applicants in order to receive a job offer. The techniques in this *Navigating the Hiring Process* workbook have been designed to help you present yourself to employers as a true investment. Because the methods in this guide have been tried and proven by thousands of candidates, we are confident that if you diligently work through this book and complete all of the exercises, you will improve your chances of getting the interview and getting the job.



AppleOne helps with your job search, provides career advice, and continually looks to get you placed in a job which match your skills/experience."

*–A. Kumandan,
Human Resources Coordinator,
NYC Wall Street, NY*

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SECTION 1:

Taking Stock of Your Career Priorities

“

*All our dreams can come true if we have the
courage to pursue them.”*

–Walt Disney

Step 1:

Your Top Priorities

There are more than 7 million employers and nearly 150 million jobs in the US alone. By identifying your top priorities upfront you will be able to target the right companies quickly, create effective pro-con lists to help in your decision making, and communicate confidently with hiring managers. This step will ultimately help you to secure a job that will bring you a high level of satisfaction.

Why Identifying Your Top Priorities is Key to a Successful Job Search

Taking inventory of your top career priorities such as job flexibility, company culture, salary expectations, and career growth will help you:

- **Target the Right Employers:** Focus on companies that align with your long-term goals.
- **Streamline Decision-Making:** Compare opportunities more effectively and confidently choose the best fit.
- **Communicate Clearly with Hiring Managers:** Articulate what you're looking for in interviews and negotiations.
- **Stay Motivated & Focused:** Avoid distractions and keep your job search aligned with what truly matters.

Use your priorities as a guide throughout your job search, from researching companies and tailoring applications to evaluating job offers. By being clear on what you want, you'll position yourself for greater job satisfaction and long-term success in today's evolving workforce.

I was very impressed with the seriousness in which they viewed my job search as well as the wide variety of tools that they made available to me in order to improve my professional prospects and growth."

—Christi S., Billing Clerk, Glenview, IL





1. List career priorities

The first step in your career search process is determining your priorities. List all priorities as they come to mind in the box below. Examples of priorities may include: maximum commute range, percent of required travel, job level (i.e. worker, manager, director, VP, etc.), defined career ladders, hours/days, autonomy, company reputation, company culture, dress code, team vs. individual work focus, salary, etc.

Activity Alert!

Create a priority list



2. Rank your priority list

What are the top 5 priorities or characteristics you want in your next job?

Rate it based on your most recent position

What will you seek in order for that priority to earn 5 stars?

1.	☆☆☆☆☆	
2.	☆☆☆☆☆	
3.	☆☆☆☆☆	
4.	☆☆☆☆☆	
5.	☆☆☆☆☆	

3. If two companies offered you the same salary, which priority would be the tiebreaker?

Step 2:

Your Target Employers List

Next, assemble a list of 25 desirable employers by printing internet search results, collecting printed leads, and hand-writing a list of companies that come to mind. You are focusing on your commutable, geographic zone, and will be refining it later.



Activity Alert!

Assemble Desirable Employers

Sources of companies for this list include:

- ✓ Companies you already know that you would like to work for
- ✓ Companies in the same industry as your current or former employers (AKA competitors)
- ✓ Companies that worked with or provided services to your current or former employers
- ✓ Companies where your friends and family work

Insider Tip

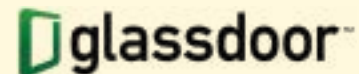
Excellent resources for company information:



www.linkedin.com



www.bbb.org



www.glassdoor.com

Need help?

Sign up for AI for free:

www.chatgpt.com

and enter in the following prompt!

"Based on my background and experience, provide a list of employers that align with my skills, industry, and career goals in the [location] area. Consider companies that match my expertise, preferred work environment, and potential career growth opportunities. Additionally, include insights into why each company might be a good fit and any notable hiring trends within my field. My background includes [briefly list key experience, industries, skills, and job preferences]."

Tip: Be as specific as possible about your industry, job title, skills, and career goals to get a highly tailored list!

Based on your top priorities and your companies with realistic jobs available, your goal is to prioritize the top 20 companies. These will become your first round of Target Employers. Fill in your list below:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Step 3:

Your Top Job Functions

Stay Focused – Pursuing Realistic Jobs

The number one secret of a successful job search, according to hiring managers, is to seek positions that match your existing job history and qualifications and that typically pay within your acceptable salary range. This workbook will encourage you to apply for positions that closely match your employment history.

Ask yourself these questions about your Target Employers after doing some internet research:

What position can I best perform, or am I best suited for with them?

What is the likely salary range for that position?

Is that salary range within my own acceptable salary range?

What education or training has prepared me for that position?

What skills do I have for that position?

What work experiences are similar to that position?

What professional references would vouch for my ability to perform that position well?

What percent of the typical position requirements would require training?

Compared to nine other applicants, where would I likely rank?

Think About It...

List Your Top Three Job Functions to Pursue:

Insider Tip

Forms and additional information are available at www.appleone.com/NHP

Step 4:

Your WIFM Commercial

Before you start contacting your Target Employers, you need to know how to describe yourself as an investment. Fortunately, this is easy. Put the shoe on the other foot. Employers are hesitant to make a hiring decision when they have doubts about which candidate will have the most success in solving a real business problem or make the biggest contribution to their growth. Your challenge is to position yourself as a solution worth paying for. How can your abilities contribute as an eventual financial or productivity benefit? Address the employer's primary concern of "What's in It For Me" or WIFM.



When deciding what contributions you are likely to make, employers consider these aspects based on your past accomplishments:

1. Contributions you've accomplished in the past. Especially if a financial contribution (\$) highlighted.
2. What people who have worked with you said about you.
3. Your level of relevant experience to each task to be performed.



Activity Alert!

ID Your WIFM

1 What you have done in the past (list examples of things you've done in your current or past jobs to):

Save process time example(s)

\$ Save expenses/money example(s)

What is your lasting contribution?

\$ Increase sales/make money example(s)

\$ Increase productivity/output example(s)

What awards or special recognition have you received?

2 What would people you've worked with say about you?

How would your best colleagues and supervisors describe your work?

How would your best colleagues and supervisors describe what it's like to work with you?

3 What experience do you have that relates to your Target Employers?

Years of experience in related jobs

Relevant education

Years of experience in target industries

Relevant training or certifications

Great job - right?! We hope you are pleasantly surprised, as others have been, to recall the many things you have accomplished.

Since 1964, we have placed people nationally and have seen that building your script based on the methods below yields the most frequent employer call back success.

Creating a WIFM Commercial About Yourself

- 1 State quickly a job function/industry/tenure so that they can rapidly frame what you are – job function wise.
- 2 State your best 1-2 contributions to keep their attention to read more. Quantify your contributions whenever possible. How many, what %, how long, etc. To add greater impact, shape your contribution into an example success story. Stories are easier to remember and re-tell to their executives. Tell them the story of a time when...
- 3 State what a boss or co-worker would say about your personal characteristics. They are as close as an employer can get to your proof!
- 4 The best reference is the boss. When you are stating what a boss would say, state their job title and first name. It sounds more believable and impressive than just stating, “my boss.”

Now you will fit the traits and accomplishments you identified in Step 4 into a script:

WIFM Commercial Script

- 1 I have _____ years of experience in _____.
(in target job function | in target industry | performing a key related job task)
- 2 In that time I was able to _____.
(most impressive 1-2 examples of what you've done-be quantifiable)
- 3 My _____ (Boss, first name/job title | colleagues)
- 4 would tell you that I am _____
(most relevant traits of what people you've worked with would say about you)
because I _____.
(second most relevant and impressive thing you've done)

Top Action Verbs

Top Action Verbs to Help with Writing Your Script

People Skills

- Articulated
- Collaborated
- Composed
- Convinced
- Defined
- Enlisted
- Interacted

Organizational Skills

- Catalogued
- Categorized
- Charted
- Classified
- Compiled
- Monitored
- Routed

Marketing/Promotional Skills

- Moderated
- Reconciled
- Reinforced
- Specified
- Summarized
- Created
- Customized

Technical Skills

- Constructed
- Converted
- Debugged
- Designed
- Fortified
- Overhauled
- Programmed

Data/Financial Skills

- Analyzed
- Assessed
- Corrected
- Forecasted
- Netted
- Prepared
- Projected

Management/Leadership Skills

- Controlled
- Delegated
- Developed
- Directed
- Established
- Generated
- Improved

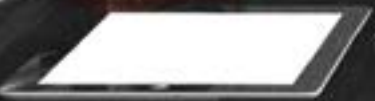
Helping Skills

- Advocated
- Aided
- Clarified
- Collaborated
- Resolved
- Simplified
- Supported

Additional Action Verbs Available at:
www.quintcareers.com/action_skills.html

Insider Tip

Practice saying your script to others until you feel comfortable with it. This script will later be customized into your job applies, telephone calls, post apply follow-ups, and post-interview thank you letters.



SECTION 2:

Preparing for the Search Process

“
*One important key to success is self-confidence.
An important key to self-confidence is
preparation.”*

–Arthur Ashe

Step 5:

Your Target Employers List

Getting Viewed

Did you know that people with a LinkedIn profile photo are viewed seven times more often than people who do not have a profile photo?

People form an immediate impression about us when they see our picture, so be sure to select a photo that communicates that you are trustworthy, experienced, successful, smart, and motivated.

Tips for Selecting a Great Photo

- ✓ First impressions are all about you - only show you in the photo.
- ✓ Make eye contact - face the front with both eyes visible.
- ✓ Just like a handshake - smile with sincerity and confidence; show your energy.



Examples



Avoid Common Mistakes

- ➔ Party pictures or sunglasses
- ➔ Cartoons and rendered pictures
- ➔ Pets, children and nature shots
- ➔ Obvious selfies or screenshots
- ➔ Full length photos
- ➔ Poorly cropped or lit
- ➔ Out of focus

Step 6:

Getting Your Resume Seen

Example of a Risky Resume

1 Contact info

Include phone number.
Ensure email address sounds professional.

2 ATS layout, spelling & grammar

Cross check your layout to the ATS Checklist on page 15. Avoid lines and complex layouts that may confuse ATS scanners. Use "Work Experience" not "Professional Experience."
Have somebody proofread for spelling and grammar.

3 Match job functions and objectives

Experience should match your objective and the job to which you are applying. Edit positions or information that isn't needed to span employment gaps or to demonstrate relevant skills.

4 WIFM points and tangible contribution (\$/%/#)

Have you documented your abilities and success stories with quantifiable or tangible points such as (\$) dollars saved or earned, (%) growth, or productivity units/hours saved or increased?

Jane Smith

1 radicaljane287@hotmail.com

Objective

Seeking a position as an accounting manager or other department management role. 2 3

2 Professional Experience

Administrative Assistant for XYZ Company

2 5/2011 to 3/2015

While at XYZ company, I was responsible for supporting executives and team members. I especially enjoyed working on the corporate newsletter since it allowed me to be creative and broke up some of the routine of my regular duties.

Duties:

- 4 ▶ Provide administrative support to executives and team members
- ▶ Coordinate domestic and international travel, print confirmations and schedules, create trip folders
- ▶ Reconcile credit card charges each month and prepare expense reports for reimbursement
- ▶ Draft, edit, proofread, and finalize correspondence
- ▶ Manage team and executive calendars; schedule meetings, arrange catering
- ▶ Prepare and update department spreadsheets and reports
- ▶ Collaborate effectively on cross-functional teams
- ▶ Suggest ways to improve processes; identify ways to improve my team's performance
- ▶ Seek out and assist with extra projects as needed or requested

Administrative Assistant for Widgets and More

8/2005 to 5/2011

While at Widgets and More, I was responsible for organizing the back office, and also helped to work the floor as required. I liked my boss a lot, but I ultimately decided to leave because I didn't really enjoy having to work in the store and smile, smile, smile as the store managers used to say. I was looking for something that wouldn't require such a "people person," type of personality and found something where I can be exclusive back-office. 3

Duties:

- 4 ▶ Process new hire paperwork, prepare training manuals, draft new hire schedule, conduct orientation
- ▶ Prepare weekly shift calendar, coordinate coverage for employee absences 2
- ▶ Prepare requested quotes and proposals for sales associates
- ▶ Process orders
- ▶ Provide back-up coverage for sales associates
- ▶ Offer and open promotional credit accounts to customers
- ▶ General office duties

3 Waitress for Yummy Food #3

1/2003 to 4/2004

- ▶ Demonstrated excellent customer relations
- ▶ Suggested desserts and apps to increase per check average
- ▶ Provided fast and friendly service
- ▶ Trained new servers

Education

AA - Social and Behavioral Science, 2004
Mt. San Jacinto - Menifee

Skills:

MS Word, Excel, PowerPoint, Outlook, Windows XP/Vista/7, FedFil, C1, E1, various proprietary databases.

Step 6: Getting Your Resume Seen

Example of an Effective Resume

1 Remember your audience

Write for your audience. Include a description of the company/industry to help describe what you've done and to highlight industries you have experience with. Make titles and dates easy to find/scan. Think in terms of what they need and need to see.

2 Keywords

If an employer were filling a position, what keywords would they use to find you? Check your resume for inclusion of those keywords. Weave them through the resume. You can also include a section at the bottom of your resume.

3 State obvious job function matches and use their lingo

List what skills and experiences they are seeking and then cross check that you have matched those priorities on your resume. Do not risk letting them connect the dots. Use lingo they used to describe yourself.

4 WIFM points and tangible contribution (\$ | % | #)

Have you documented your abilities and success stories with quantifiable or tangible points such as (\$) dollars saved or earned or (%) growth, or productivity units/hours saved or increased?

Jane Smith
(555) 314-1234
janesmith@gmail.com
www.linkedin.com/in/janesmith/

Work Experience

- 1 **XYZ COMPANY - A global provider of equipment and services to the energy sector**
Administrative Assistant, 5/2011 to 3/2015
 - Provide administrative support to 6 executives and 10 team members
 - 3 • Coordinate domestic and international travel, print confirmations and schedules, create trip folders
 - Reconcile 100's of credit card charges each month and prepare expense reports for reimbursement
 - Draft, edit, proofread, and finalize up to 30 pieces of correspondence per week
 - 2 • Manage team and executive calendars in Outlook; schedule meetings, arrange catering
 - Prepare and update 3 monthly department spreadsheets and 8 reports in Excel and PowerPoint
 - Collaborate effectively on cross-functional teams
 - Suggest and implement ways to improve processes; identify ways to improve my team's performance
 - Seek out and assist with extra projects as needed or requested

4 Contributions and Recognition

I saved the XYZ Company \$35K in annual salaries by taking on extra responsibilities and assisting 2 additional executives, saving the company from having to hire additional employees.

"She is an absolute angel. Just wanted to let you know. She's caught me up on all expenses, and helped to organize the PMT meeting. She is suddenly invaluable."
- Shannon Ellis, Vice President of Accounting, XYZ Company.

WIDGETS AND MORE - The region's largest supplier of widgets with 5 retail locations
Administrative Assistant, 8/2005 to 5/2011

- 4
 - Process new hire paperwork, prepare training manuals, draft new hire schedule, conduct orientation
 - Prepare weekly shift calendar, coordinate coverage for employee absences
 - Prepare requested quotes (avg. 10 per week) and proposals (avg. 3 per week) for sales associates
 - 4 • Process more than 450 orders per week
 - Provide back-up coverage for sales associates
 - Offer and open promotional credit accounts to customers
 - General office duties

Contributions and Recognition

I saved Widgets and More \$10K annually by researching and hiring a janitorial company to service all 5 retail locations, obtaining a group discount on multiple locations.

"Jane, the meeting was a huge success! Thank you for organizing the meeting, lunch, and dinner!"
- Thomas Perry, Store Manager, Widgets and More

Employee of the Month Jan 2006, June 2009, and March 2011

Education

AA - Social and Behavioral Science, Mt. San Jacinto - Menifee
Pursuing a B.S. in Business Management

Skills:

MS Word, Excel, PowerPoint, Outlook, Windows XP/Vista/7, FedFil, C1, E1, QuickBooks Pro 2009, various proprietary databases. 10-key by touch 2

Step 7:

Your References Are a Decision Maker

Employers recommend you be prepared to provide six references. They have emphasized that when deliberating between applicants, it is usually the reference feedback that is the tiebreaker. References may include supervisors, executives, and peers. With six references with complete contact information to choose from, your potential employer can get what they need, which prevents them from moving on to an alternate applicant. Be sure to confirm references are comfortable recommending you and plant the seed for what they should tell a potential employer. Thank references after they recommend you. A nice thank you card goes a long way to keep them open to serving as a future resource.



Activity Alert!

Get Six References

Name: _____	Day Phone: _____
Current Company: _____	Main Email: _____
Current Title: _____	Time To Contact: _____
Relationship*: _____	

*-Former title/Co. - did you report to them or work with them?

Reference template available at appleone.com/NHP

First Call to Confirm a Reference

It is great speaking with you again. I was just thinking how much I appreciated you as a mentor. I am preparing for a career change and I was wondering if you would feel comfortable recommending me to another employer.... (wait for response). Thank you so much. I will let you know before I provide your contact information to anyone, but generally which daytime phone number and email address would be best? I know they will ask me to provide your current title and company. May I confirm that _____. Great. I really appreciate this. If there is ever anything I can do for you, please let me know.

Follow-up Call About a Target Company

My career search is starting to produce some results. I am applying for a job at _____, and they have asked for references. Are you going to be around in the next few days or is there anything I should let them know about the best time or method to get in touch with you? Thank you. They are looking for somebody who: _____ and as you recall I _____ and _____ when we worked together from _____ to _____ at _____.

(date) (date)
(company)



“

The two ideas that I thought were good advice for any applicant were first to look on the social media web pages as a form of interactive researching up on the company and after the interview walking in a personal handwritten thank you note. Great stuff!”

*– S. Callahan, Computer Programmer,
Temecula, CA*



SECTION 3:

Secrets of a Successful Job Search

“*Many of life’s failures are people who did not realize how close they were to success when they gave up.*”

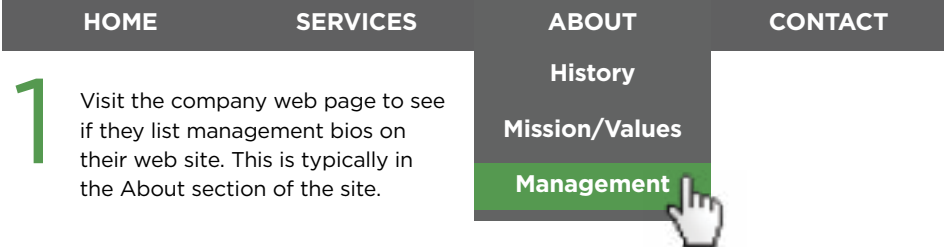
–Thomas Edison

Step 11: Get In the Names Game

Your goal is to directly contact the person who has the power to interview you - instantly jumping you past an ATS or HR's filtering process. To do that you have to get in the names game by getting the names and email addresses of hiring managers. Getting their phone number is the gravy.

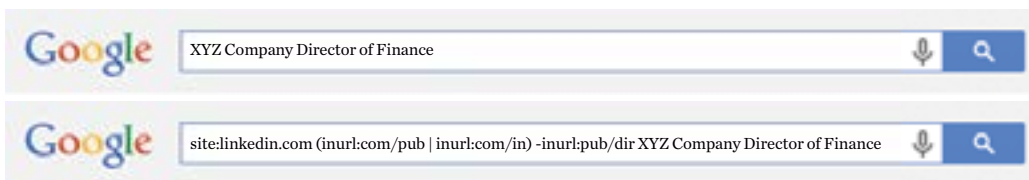
If you have a contact in the company they can give you contact names and information and even make an introduction for you. If you don't have a contact, the internet can help you with this using a few powerful search techniques.

How To Find Names



1 Visit the company web page to see if they list management bios on their web site. This is typically in the About section of the site.

2 Try a simple search for the company name and likely titles on Google. Or a more advanced search that targets additional profiles on LinkedIn. Just replace company name and title with your target employer and variations of a likely title for who you are looking for.



3 Go to LinkedIn > Click on Advanced Search > Then on People



How To Find Email Addresses

Company email addresses often follow a recognizable pattern such as **firstname.lastname@company.com**. Look for examples on the company site, or try the following Google search. The asterisk (*) is important to find email addresses.



Once you have the pattern for your target company, plug your target hiring manager's name into the pattern, and try calling the company to verify it:

I'm supposed to email some important documents to Jill Smith, but the email is being returned to me. Is her address jsmith@company.com or do I have that wrong? Great. Do you have her extension by any chance?

There are several fields in this search, but the important ones are Title and Company. Put in your target company and try a few likely job titles.



Sample First Voicemail

Good morning (Ms. / Mr.) _____, this is _____ to follow up on an email I sent. I am calling because
(last name) (your name)
I learned that your company does _____ and I believe I can contribute based on past experience.
(something you can contribute or be relevant to)

Let me explain:

(Insert **WIFM** commercial speech from Page 9.)

Even if you do not have any job openings currently I am confident that an introduction would be a valuable use of your time. You never know what you will need in the future, and with my experience in _____ at the very least I will be able to offer
(relevant industry | relevant department)
you some valuable insights. My name again is _____ and my number is _____. Again, my number is
(phone number) _____. I hope that you have a wonderful day.
(phone number)

Use a variation of the first voicemail script for your follow-up email, but include a bit more about what impresses you about the company and include the following P.S. *If you do have a current opening and would like to see a copy of my resume, let me know and I would be happy to provide that.*

“They are absolutely amazing!! They matched my resume and qualifications with a wonderful, reputable company; they prepared me for the interview, attentively stood beside me and supported me in my job search by being in constant contact with me.”

– L Babayants, Residential Counselor/Therapist, Rosemead, CA



SECTION 4:

Training for the Interview

I was once afraid of people saying, ‘who does she think she is?’ Now I have the courage to stand and say, ‘this is who I am.’”

–Oprah Winfrey

Step 14:

Answering Questions

An interview is a conversation and you want to speak between 60 to 70% of the time. Your goal is to demonstrate your ability to solve their challenge, and that your personality traits will fit into their organization's culture. To do that, you need to listen, make sure you understand what they are asking, and address their questions rather than using them as a jumping off point to brag off topic.

Along the way, if they tell you something about themselves, the job, or the company, takes notes. It shows that you are engaged and taking the opportunity seriously.

Most Common Questions to Expect

So... tell me about yourself?

If they ask you to tell them about yourself, they don't want your life story, and they don't want to know about your hobbies or your pets. They want you to provide a broad and concise overview of your professional experience before they start to get into specifics.

Your answer should be about one minute and it should summarize where you are in your career based on an extended version of your WIFM Commercial Script.

I got into accounting because it allows me to draw on my strong attention to detail and my love for precision. My first job in high school was in my parents' shop. Their accounting system was a shoe box of receipts, but I found I really loved solving the puzzle and making the pieces fit. I studied accounting in school where I got a 4.0, which allowed me to secure an internship at International Widgets, a large multinational. That led to a position as an accounting clerk where my boss, Jill, the head of Accounts Receivable nicknamed me The Laser because of how quickly I was able to spot any errors. For instance, I found \$338,000 that had been improperly allocated, which saved the company \$5,397 in fees. Three years later, I still get a thrill every time my accounts balance, and my accounts always balance, so I really love what I do. I'm especially excited about your opportunity because it sounds like you really need somebody with great attention to detail like me.

Once you have your answer, practice saying it until it sounds natural and you can quickly respond in a fluid way. Don't try to wing it!

Activity Alert!

**Practice Your
Answers**





What is your greatest weakness?

If they ask you about your biggest weakness, they aren't checking to see if you can list a weakness that is really a strength like "I'm a perfectionist." They want to understand how self-aware you are and that you actively take steps to self-correct problems. For instance:

I have a tendency to get too focused on the task I'm working on to the exclusion of other tasks I need to accomplish. I find that by using a combination of To Do lists and effective prioritizing I'm able to get everything done and be very productive.

Why should I hire you?

The answer is two-fold; making a contribution worth paying for and proving you would love working for them. Remember your goal is to position yourself as a solution worth paying for. Go back and recite the key job match. Make your response quantifiable and be tangible. The second half of your answer should be to confirm culture fit. They want to hire someone that likes them, would enjoy doing the job, and has something in common with their culture. Tell them why you would LOVE working for them and doing the job! Compliments go a long way.

While at my last employer, I was able to save them over \$20,000 a year by implementing an inventory checklist. I feel confident that by bringing these types of ideas and enthusiasm to your company, I will be able to add to the success of your organization. Additionally, I have been very impressed with your strong team leadership and high expectations, and I would enjoy the opportunity to work hard for someone like you.

Why did you leave your last job?

Questionable departures and gaps in employment can lead to negative misconceptions by some employers and recruiters. Whatever the reasons, be confident and optimistic as you answer. Perfect a 30-second elevator speech highlighting your positive outlook and productivity in between. Don't apologize, and don't dwell. Be careful not to leave your answer at "I was not being challenged" or "I am looking for more challenging work" as it could mean you will leave your next job too quickly. Instead, be sure to bring it back around to why you're a great fit for the current job you're interviewing for.

Explain the gap with a smile and change the subject immediately back to the interview by asking a question. The specific question is not the point, but rather, asking a question redirects the focus of the interviewer. For example:

Termination:

There were some differences of opinion between me and my boss and I was let go. I accept responsibility for my part in not resolving them and I learned a lot from that experience. I still respect my past employer and I am ready to move on to an opportunity where I can help _____. What is your first focus for the position you have?

Step 14:

Answering Questions

Why did you leave your last job? (continued)

Resignation:

I knew that I was ready for a change, but I didn't want to take my focus off the job if I were going to keep working there. So I did what I believe was the right thing and left the job, to allow them to get someone who was in it for the long haul and to allow myself some time to ponder my next steps. What are some of the departments best team attributes?

Gap between jobs:

Well, my time away from traditional work has brought even more value to future positions for me as you can see. I understand this position needs someone to hit the ground running. What is the most immediate challenge I would be able to focus on and solve in the first few months?

What salary are you seeking?

Employers ask for salary information to decide how much they need to offer to get you to accept the job offer. By providing salary information to a potential employer upfront, you could limit your ability to negotiate a salary offer in line with your current contribution level. The ideal approach to the salary question is to avoid it. But you have to do it in a way that will not upset the hiring manager. At the same time, if you handle it correctly, an employer trying to recruit you will not want to press the issue.

I've done some homework and have a general market range in mind for this position but I understand that you may have other internal factors to consider. What can you tell me about the compensation you are offering for this position?

If they push for a figure

If the employer asks again, please note that delaying could be viewed as playing games or far above their approachable salary range.

From the research that I have done it appears that a position as you have described it would typically pay in the range of \$60-70,000 in this geographic area. Is that the range you had in mind?

If you have been sent to the interview by an AppleOne Hiring Advisor

AppleOne has asked me to allow them to address any questions related to salary. I can tell you that they know my range and what I am looking for, and I know that they would not have arranged this interview if there were any concerns about that.

Step 15:

Asking Job-Specific Questions

One of the reasons Hiring Managers want applicants to have questions about how to do the job, and what the work experience will be like, is because they want to know you are trying to figure out if you can do the job as well. Not having job specific questions is typically perceived as being someone that would take any job whether they could really do it or not. Employers have noticed that too many candidates do not have tangible questions and simply state the deal killer, "I don't have any questions - you were very thorough." If you come prepared with thoughtful job/boss/department/goal related questions - you can instantly set yourself above other applicants.



Activity Alert!

Pick Good Questions

Take a target employer job posting and determine 2 job specific questions you can ask as part of your applying process, follow-up, and in the interview.

Q:

Q:

Digging In Questions

Example of digging in questions that prove you are also qualifying the job match:

- What is the most important task to complete in the first few months?
- How often is it done?
- Who is it for?
- Are there any challenges in completing that based on your experience?
- What would you like it to look like in its best form?
- Would you like me to give you an example of when I have done that?

Two other effective digging in questions are:

- What traits make for a successful employee here?
- What does a normal day look like and are there typical areas that get backlogged? Why?

AppleOne is an amazing staffing agency that genuinely cares about their people and their clients. I was helped in a kind and quick manner and felt that my needs were addressed 100%. I'd recommend AppleOne to anyone looking for a friendly and helpful company."

- S. Pickett, Customer Care Representative,
Austin, TX



Interview Success Form

Company Name _____ Name of Interviewer/Title _____
 Address _____ Interview Date _____
 Phone _____ Email _____

WiFi Commercial (Step 4, Page 8-9)

Thank you for the opportunity to learn more about your needs and to introduce myself.

You may recall that I have _____ years of experience in _____

 (target job title | in target industry | key related job task)

In that time I was able to _____

(most impressive **brief success story** of what you've done (be quantifiable) you can elaborate based on their questions throughout the interview)

My former Boss, first name/job title _____ would tell you that I am _____

(most relevant 1-2 traits of what the employer would want in a culture fit)

Would you like me to elaborate on something first?

Job Match (Step 14, Page 32-33)

<i>You mentioned earlier that you need</i>	<i>↔ I am interested and able to complement that because I:</i>
Job Skills/Abilities/Traits of the Position	Your Job Match Examples

Toughest Question You Expect (Step 15, Page 34-36)

Toughest Question: _____

My Response: _____

Job Specific Questions (Step 16, Page 37)

Example: *What sets your company apart from your competitors? (warmer)*

1. _____

2. _____

Salary Question Response

"Thank you for your interest in ensuring I am approachable. I assure you I intend to accept a fair offer that reflects my experience and qualifications. Is there a range you are working within?"

Get the next interview - get the job

"After discussing this opportunity and what you need to have accomplished, I am confident that I would do an excellent job. For example _____. I am very impressed with you and your company because _____. I work hard every day, I am loyal and take pride in continually improving. I would like to be a contributing employee at your company and I hope you will offer me this job. May I address any last points or can we set the next interview date now?"

Interview Success Form

Company Name _____ Name of Interviewer/Title _____
 Address _____ Interview Date _____
 Phone _____ Email _____

WIFM Commercial (Step 4, Page 8-9)

Thank you for the opportunity to learn more about your needs and to introduce myself.

You may recall that I have _____ years of experience in _____

 (target job title | in target industry | key related job task)

In that time I was able to _____

 (most impressive **brief success story** of what you've done (be quantifiable) you can elaborate based on their questions throughout the interview)

My former Boss, first name/job title _____ would tell you that I am _____

 (most relevant 1-2 traits of what the employer would want in a culture fit)

Would you like me to elaborate on something first?

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<i>You mentioned earlier that you need</i>	<i>↔ I am interested and able to complement that because I:</i>
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Toughest Question You Expect (Step 15, Page 34-36)

Toughest Question: _____

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Example: *What sets your company apart from your competitors? (warmer)*

1. _____

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Step 18:

Making a Great Impression

Before The Interview

What To Wear Checklist

You want the interviewer focused on what you are saying, not what your clothing or other non-verbal cues are saying about you. Be neutral. People sometimes make the wrong assumptions. You can express your individuality after you get the job.

- Clothing should be conservative professional.
- Make sure clothing is comfortable for sitting or standing. Remember that you may not be sitting at a desk so be careful about clothing that may shift as you sit or be revealing.
- Undergarments should not show through clothing.
- Hair should be groomed and should not cover your eyes or fall into your face.
- Nails should be clean.
- Jewelry should be subtle, neutral, and kept to a minimum. Avoid anything that moves or may be distracting.
- Earrings are fine but other piercings should be removed.
- Cover tattoos.
- Avoid scents of any kind. Allergies are common and some scents are too individual to risk getting their preferences right.
- Avoid smoking before the interview.
- If you drive, make sure your car is clean. You never know who will see you arrive or leave.





Your Interview Starts as Soon as You Get There

- ✓ Arrive alone.
- ✓ Arrive early.
- ✓ Practice your handshake and warm smile.
- ✓ Greet the front-desk person. State your full name and the name of the person you're there to meet.
- ✓ Don't bring in any food or beverages.
- ✓ Eat a breath mint (optional).
- ✓ Don't fidget while waiting.
- ✓ Don't get too comfortable. Avoid talking on your cell phone, playing games with your phone or texting. Stay focused on your Success Form (see page 39) and a good introduction.
- ✓ When you are called for your interview, thank the receptionist. When you leave thank them again.
- ✓ Your introduction looks like this: you are smiling already, making eye contact, say 'hello I am glad to meet you,' the hand shake is a squeeze but not a death grip, and you let them lead the way.
- ✓ If you have time, wash your hands and check everything one last time.

- ✓ Remember that you are awesome! **You've got this!**

Before The Interview

What To Bring With You

- Researched notes on the company (mission statement, values, recent news, bios)
- The Interview Success Form completed
- The job posting if applicable
- A notepad and pen
- At least 4 high-quality copies of your resume and references
- 4 Thank You cards

I was guided through various aspects of the job interview (some that I had not even thought of before) and was given excellent advice and great tips on preparing a good interview."

*—R. Gutierrez,
Data Entry and Customer Service Representative,
West Covina, CA*

Step 19:

Mastering the Virtual Interview


Virtual interviews are becoming increasingly common, whether the position is going to be on-site, remote, or hybrid. They can be live interviews or pre-recorded questions for you to answer for the hiring manager to view later. Virtual interviews are fast and convenient, and with our tips below, you can improve your interviewing skills and prepare for a successful virtual interview. We have lots of tips to share, but your #1 best practice is to BE YOURSELF. You earned the interview, and now more people get to know what makes you – you!

Before You Login

Find a Quiet Spot

- Find somewhere to interview where you won't be interrupted by any distractions.
- Make sure you can speak loudly enough to be heard.
- If you're interviewing around others, let them know about your interview to avoid accidental walk-ins.
- Turn your cellphone to silent and turn off notifications.
- Turn off your appliances and TV.
- Put your pets in a different room if it is safe to do so.

Have a Plain Background

- A clean and neutral wall as your background will prevent distractions and keep the focus on you.
- Avoid places that appear messy or cluttered.
- Most video interviewing applications have a Settings gear  to click into that allows you to select or download a background.

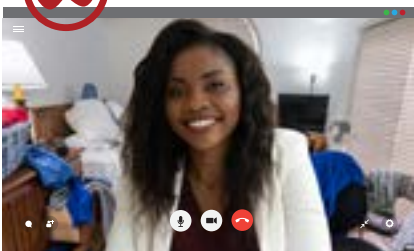
Check Your Settings



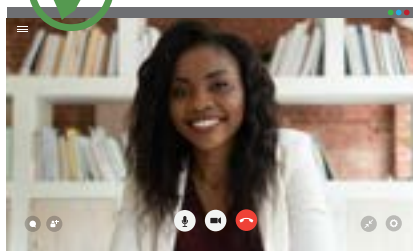
Settings screen for Zoom. This is where you can fine-tune your camera, audio, and background.



Distracting background



Clean background





Login Prior to Test and Relax

Center Your Webcam and Ensure Good Lighting

- Make sure the view of your face is centered on the screen.
- Find a spot with enough light for your face to show up clearly on camera. Alternatively, centering a lamp without a lampshade in front of you can create mock lighting.
- If you're using your phone as a camera, use a tripod or mount. If you're using a laptop, elevate the camera so that it isn't pointed upward at you.

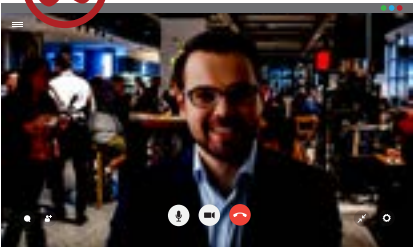
Activity Alert!



Find somewhere to interview



Bad lighting/location



Better lighting/location



Test for Technical Problems

- Test your connection to make sure it's fast enough for video interviewing. Use the fastest internet connection available to you. We advise using a wired connection and broadband.
- If other people share your internet, be sure they aren't gaming or streaming while you're interviewing.
- Close all unnecessary applications to make sure your conferencing tool runs smoothly.

Video Setup Checklist



- Lighting - Adjust your lighting
- Screen Sharing
- Microphone & Speakers - Check your microphone and speaker selections
- Camera - Preview your camera
- Blur background or select image - Find the background setting that works best for you

Step 19:

Mastering the Virtual Interview

During the Interview



Activity Alert!

Practice facial expressions to get comfortable

Speaking on Camera

- When the interview starts, ask for a number where you can call the interviewer as a backup plan if there are any technical problems.
- Speaking through a camera can initially feel awkward, so practice facial expressions and gestures to get comfortable. Practice video interviewing with a friend.
- Use reminders to smile and stay calm – consider placing a post-it reminder, like a smiley face, on your screen.
- Make eye contact by looking directly at the camera. Most video conferencing tools allow you to move the interviewer’s screen next to your camera – this will help you maintain eye contact.
- Virtual interviews may have a voice-to-video delay. If there is a delay, mention it and wait until the interviewer has finished speaking to avoid talking over them.

Some Great Questions to Ask

“If new employees want to onboard into their role faster, are there ways to study or job shadow?”

“What is the best approach to asking questions; are they best saved for weekly check-ins or should people ask in the moment?”

“You have everything you need, to be everything you need to be.”
–Janice Bryant Howroyd, CEO

Present Your Best

Dress professionally. Ask the person who coordinated your interview if they have advice on the best dress for that hiring manager.

Maintain good posture. Using a post-it note as a reminder has been helpful to other candidates.

Be sure you practice answering common interview questions in advance. Most importantly, have your questions about the job ready to go. A minimum of two questions should be asked to show the interviewer you’re invested in the job.

Have a notepad and pen available, and make sure your notetaking is visible during the interview. We recommend you let the interviewer know that you may look down occasionally while taking notes. This will reassure them that you are invested in the process.

Bring notes on your success story and key experiences that match the job. We’ve been known to have a post-it of our top attributes/achievements at eye level.

After the interview, immediately call your Hiring Advisor to share how it went. The employer will contact us, and we need to speak with you first. If you are interviewing on your own, the best practice is to send the hiring manager or interview coordinator a Thank You message explaining why you are a good match for the position.

SECTION 5:

Making It to the Next Step

“*Our lives are not determined by what happens to us but how we react to what happens, not by what life brings us but the attitude we bring to life.*”

–Wade Boggs

Step 20:

Four Steps After Your Interview

At the End of Your Interview

You have four mission critical steps to complete...and then get back to the job search.

- 1 Sign the Thank You card you brought and leave it at the front desk before you leave the building. For example:**

Dear _____,

Thank you for taking the time to meet with me today. I enjoyed learning more about _____
(company name)

As you described the position and I developed a stronger sense of the company's culture, I grew increasingly excited because it felt like such an amazing fit. I am looking forward to our next opportunity to speak.

Thank you,

- 2 Take notes of the interview experience right away that day. Resolve any questions or missing points in your follow-up letter and/or calls.**

- i. What questions did they ask? Do you need to add value to any of them in your reply?

- ii. What were the answers to your questions? Can you do the job? How do you know? Prove it.

- iii. Cross check your priorities - is this the right place to work for you?

- iv. What did you learn about the most important personality traits to be a good team fit? Do you have those traits? How do you know? Do you have an example of a time when that trait was demonstrated?

- v. What did you learn were the top skills/abilities/experiences they were looking for? Do your job matching again.

Step 21:

Your Job Search Roadmap

So far, you can be proud that you have increased your job search success over other people who are not as committed as you are. Once a job apply or interview is done, it means it is a job well done and now you can get back to the job search process.

The Weekly Job Search Activity Roadmap

- **Top Job Posting Applies:** Select five job postings weekly to dig in and apply what you have learned to a follow-up goal of two additional forms of outreach (email, call).
- **Top Target Employer Applies:** Select five Target Employers weekly to dig in and apply what you have learned to a follow-up goal of three additional forms of outreach (cover letter, email, call).
- **After The Interview Follow-up:** Interviewees should have completed follow-up within 24 hours according to our busiest hiring managers.
- **Growth Activities:** Stay confident and energized during your job search. Remind yourself weekly of all the useful accomplishments and relationships you have achieved so far. Remember that the lack of response to your outreach is not indicative of you as a valuable person in the workforce. Incorporating personal and professional development activities into the search process will add long term value to you as well.

Your Roadmap

The reality of a job search is that it is a process that needs to be worked consistently. This is easier said than done. By creating a weekly plan for your job search, you will have the peace of mind and confidence that you are instituting all the best practices towards success. You are training to win and we salute you!

Activity Alert!

Fill Out The Tracker



THREE Gratitudes:

A positive attitude is scientifically proven to increase mental productivity. Document three new things you are grateful for each day.

ONE Random kindness:

Kindness is proven to create a sense of personal value and satisfaction – plus reciprocation from kindness brings surprise rewards. Perform an act of kindness for another person.

TWO Fresh air:

You never know who you will meet and the change in your environment keeps you fresh. Get out of the house two days a week at least: walk, have coffee with someone, apply for jobs in a new area with WIFI.

TWO Network:

You have already learned that the number one source of a new job comes from networking. Plus it will foster your communication skills and confidence. Network with someone new or reach out to someone long untouched two times each week.

ONE New knowledge:

Remember the saying “When you are green you grow – and when you are ripe you rot” You finally have the time to grow, which increases your value as someone who can prove that they pre-plan and focus on personal growth. Employers will be keen to hear you relay your growth plan and it will tangibly add to your inventory of abilities. One time per week research trends, take a course, practice a skill, study – add a new piece of professional knowledge.



Job Search Weekly Activity Tracker

Date: _____

5 Top Job Posting Applies	Applied Company/Date	Contact Name, Email, Phone	Job Title/City	Follow up email 3 days later	Follow up call 4-5 days later

5 Job Post Applies Done

Target Company Contacts	Contact/Date	Contact Name, Email, Phone	Job Title/City	Follow-up Email Less Than 3 Days	Follow-Up Call 2-3 Days Later

Target Employers Complete

Follow-up After the Interview

Interview Follow-ups	Interviewed Date	Contact Name, Email, Phone	Job Title/City	Follow-up Email Less Than 3 Days	Follow-Up Call 2-3 Days Later

Interview Follow-up Complete

9 Growth Activities	Monday	Tuesday	Wednesday	Thursday	Friday
3 Gratitudes	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
1 Random Kindness	<input type="checkbox"/>				
2 Fresh air		<input type="checkbox"/>		<input type="checkbox"/>	
2 Network - Reach out		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
1 Get new knowledge					<input type="checkbox"/>

Finished Growth Activities



AppleOne