DEAL BREAKERS: AVOIDING COMMON JOB SEARCH AND INTERVIEW MISTAKES
THE RESUME

• You don’t have a job-focused resume
  • Don’t write your resume like a grocery list. Make sure you explain your accomplishments and work experiences.
  • Tailor your resume and cover letter to the job description. Give the hiring manager the feeling that you have put in the time and effort to build your resume.
  • Keep it concise and under one page.

• Selling yourself short
  • Most hiring managers consider internships and summer jobs as valid experience, especially for entry-level candidates. So, don’t be afraid to put down your experiences that highlight desirable qualities.

• Not having someone proof-read your resume
  • We often ignore typos and misspellings on the resume. Have another person look at it before you submit it. Too many errors almost guarantees that your resume will be put in the “no” pile.
SCOPE OF THE SEARCH

- Not defining the scope
  - Identify factors that are important to you: it could be the location (city/state), the job field (IT, accounting, finance, sales), or the organization. Having a clear idea of what you want helps narrow the job search and focus on specific roles.
  - Having said that, you should also have an open mind when it comes to your first job. You may not get exactly what you want. You will have to work your way up.

- Flooding the market
  - There is such a thing as having too many resumes out there. Research as much as you can before applying, so you can determine if you will be a good fit. It will make it easier to keep track of the applications.

- Not being persistent
  - Don’t be afraid to reach out to people in your network and let them know you’ve just graduated and are looking for a full-time position. Tell them about your skills and ‘ask for the job’. They will be happy to help.
WHEN YOU GET AN INTERVIEW

• **Arriving late**
  - Nothing makes a worse impression. If there is a chance that weather, traffic or complex directions can delay you, leave early.
  - If you think you will not make it in time, call the interviewer and reschedule.

• **Not being prepared**
  - If you are unable to answer the question “What do you know about this company?”, your desire to work there will not be met with an offer. Background information including company history, locations, divisions and a mission statement are available in an “About” section on most company websites. Review it ahead of time.
  - Utilize Google to get industry information and the latest news.

• **Dressing inappropriately**
  - Don’t wear jeans, sweatshirts or t-shirts. When you are unaware of the company culture, it is best to dress formal.
  - Men should wear a suit and tie. Women should be aware of skirt lengths, too much make up and nail polish colors.
• **Having poor communication skills**
  - Connect positively with the person interviewing you. Shake hands, make eye contact, exude confidence and engage the person with whom you are speaking.

• **Not showing your personality or being unprofessional**
  - It's true that hiring managers look for skills and ability in a candidate. But what they're really looking for is a person who shows that he/she can fit in with the company culture. So, don't be afraid to be yourself and show your personality.

• **Not having social media presence**
  - A lot of employers will Google your name to see what they can find. They will go through your Facebook page and Twitter account and read your blogs to understand your personality. So, make sure you are on some social networking site and do not have photos or status messages that make you look irresponsible or provocative.

• **Asking about salary/benefits**
  - It is considered an absolute no-no for you to bring it up during the interview, unless the employer wants to talk about it.
AFTER THE INTERVIEW

• Not asking questions at the end of the interview
  • Always be prepared with at least 3 follow up questions about the job/organization. If you don’t ask questions, the employer might assume that you are not interested in the job, or that you are timid and not the best fit.

• Forget to follow up
  • Afraid that you didn’t make the best impression? Sure that you aced the interview? Either way, be sure to follow up with a thank you note reiterating your interest in the job and the company.
THANK YOU...