GOAL
To make your brand, personality and qualifications stand out from the pack and get that desired job or internship.

PURPOSE
• Discuss the position, why you’re a good candidate for it, and continue selling your brand.
• Show you fit in with the company’s culture, that you will be able to work well with others, and that colleagues will enjoy working with you.

TYPES OF INTERVIEW QUESTIONS
• General
  • Tell me about yourself.
  • Why are you interested in working for our firm?

• Behavioral
  • Tell me about a time you worked in a team.
  • Tell me about a time you had a conflict. How did you deal with it?

• Field-Specific
  • What is the difference between cost accounting and financial accounting?
  • What qualities and skills do you think a successful marketing professional should have?

• Brainteasers
  • If you look at a clock and the time is 3:15, what is the angle between the hour and the minute hands?
  • How many ping pong balls can fit in this room?

BEFORE THE INTERVIEW
• Practice your answers multiple times!
• Memorize your résumé; any bullet is open to questioning.
• Think of insightful questions to ask your interviewer. These show:
  • You’re genuinely interested in the company and industry.
  • You’ve taken the interview seriously enough to research the company.
DURING THE INTERVIEW
• Be yourself
  • Your answers should come naturally.
  • If you have to concentrate hard to think of an answer, you will look nervous or unprepared.
• Don’t be nervous
  • If you’ve practiced your answers, you have little to worry about.
  • Control the pitch of your voice.
  • Take a deep breath before you answer in order to relax your larynx.
• Control your body language
  • Sit upright, but relaxed; you don’t want to look awkward or uncomfortable.
  • Your tone should be relaxed, but not monotone.
• Bring 3-5 copies of your most updated résumé, especially if you’ve updated since you submitted your application.
• Never be negative
  • Turn your weaknesses into strengths
  • Don’t blame team members for a failure in a group project.
• Ask insightful questions.
• Get your interviewer’s business card and contact information to send a thank you note or e-mail.

AFTER THE INTERVIEW
• Send a thank you e-mail within 24 hours of your interview.
  • Restate your interest in the position and the firm.
  • Relate back to a topic you talked about with the interviewer.

COMMON MISTAKES (what you shouldn’t do!)
• Know what you want to say, but don’t memorize.
• Never make up an answer; it will sound fake.
• Talk as if you’re reading a laundry list of your experiences.

ADDITIONAL RESOURCES
• Interview Tips and Sample Interview Questions under “Career Advice” on Vault
• Practice your skills on Interview Stream