

# E-Learning INTERVIEW SKILLS Tool

Winning the engagement interview

Course Length: 4 hours

Course Medium: Internet (WEB)

## DESCRIPTION

Designed specifically for IT and Management consultants, this Web-Based training product will help boost confidence and performance during interviews for potential consulting engagements.

Built around a proven Interview Success Model (*Connect / Content / Convince*), this product allows users to develop their own reusable personal value proposition.

Heavy emphasis is given to practice and skills development, with video examples as well as educational quizzes that help participants integrate the course content and improve their interview techniques.

## Objectives

This education workshop will enable participants to:

- Develop a reusable personal introduction and value proposition
- Apply techniques for dealing with objections and difficult questions
- Create a winning first impression

## Target Audience

Project Managers, IT Consultants, Field Operation Management, Team Leads

## Prerequisites

Practical experience as an IT consultant

## Course Outcomes

- More confidence in interview situations (telephone and face-to-face)
- Higher consultant utilization (winning the engagements)
- A better understanding of how to have an impact in interviews
- An “edge” over other candidates for the position

## Course Content

### Introduction & Registration

The introduction section informs the participant of the technical aspects of the E-Learning experience and enables the capture of registration data.

It also suggests different learning strategies and attitudes to the participant that will facilitate the knowledge transfer that is intended through this product.

### Chapter 1: One-Minute Bio

This chapter provides the informational content that should be incorporated into an initial introduction of the consultant to a potential customer in order to ensure a positive first impression. The objective is to develop a reusable personal introduction and a value proposition that will be appealing to the client.

Examples of One-Minute Bios are included as well as different methods for preparing a personalized version of this portion of a client interview.

Two (2) videos present a positive and negative performance of a One-Minute Bio and outline the various do's and don'ts of such an exercise.

### Chapter 2: Core elements of an interview

This section of the E-Learning course outlines the various types of interviews as well as the main elements of each one of them. It identifies the usual expectations from a client perspective and presents various strategies to fulfill client expectations.

An ‘interview success model’ is presented as a reference tool, based on best practices in this exercise, with the objective of supplying an interview strategy to the consultant that will help him to successfully accomplish the interview process.

Another tool that is offered in this section is the ‘interview checklist’, which identifies the main elements of preparation that are required to accomplish a successful client engagement interview.

### Chapter 3: Primacy and Recency effects

This chapter focuses on the importance of a first impression, as well as the follow-up that must be given to an interview in order to ensure its success.

Several techniques and best practices scenarios are presented in order to demonstrate the importance of these elements, as well as the best ways to use them to our advantage in a client engagement interview context.



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## Chapter 4: Techniques for dealing with objections and difficult questions

An important aspect of winning an interview is overcoming difficult attitudes and questions from the client. In this chapter, we present the different types of questions that a consultant could face as well as various objections the client might have to his participating in a specific endeavor that could arise during the interview.

Several techniques for handling client objections, taken from best practices experiences, are presented as tools that the consultant should use to enhance his position throughout the interview process. Here again, the specific do's and don'ts related to these situations are outlined for the benefit of the participant. Also, several 'tricks of the trade' are mentioned as well in order to better equip the consultant with all the elements he may need to win the engagement interview.

## Chapter 5: Power of Voice

The importance of 'voice contact' is often neglected in the overall communication process. This chapter outlines the importance of using your voice in an optimal fashion during an interview in order to win a client over. The relation between voice and tone, as well as the impact of verbal and non-verbal elements are outlined so that the participant may use them to his advantage during an interview.

Various techniques of how to optimize the impact of vocal communication are outlined, and several examples of best practices in this area are presented.

## Chapter 6: IT Resume

This chapter outlines the important elements that should be incorporated into an IT consultant's resume in order to attract and retain a client's attention.

Beyond the basics of resume writing, this chapter discusses how consultants can use their resume to differentiate themselves from the stack of other consultant's resumes sitting on a client's desk. A special focus is given on the important role a resume plays in developing the client's first impression of a consultant, and how a properly structured resume can aid the consultant in landing an interview.

Finally, the chapter highlights the importance of customizing your resume each time you submit it and the significance of reading your resume when it is produced by a professional resume writer.

## Chapter 7: Digital Identity

With the advent of Websites such as Facebook, Second Life, MySpace, etc., as well as applications such as Blogs, people now have an identity that exists within the Internet world and which can be used as an initial presentation medium. In this Chapter, we will explore the boundary between personal and professional identities, as well as the risks and opportunities that these new communication mediums offer in a professional interview context.

## Chapter 8: Telephone Interviews

This portion of the E-Learning course presents the key elements that enable you to be well prepared for a telephone interview with a client. Based on practical experience as well as industry best practices, a series of do's and don'ts are presented in order to better prepare the participant for this exercise and to give him or her, a better chance of making a positive and lasting connection with the client.

Two (2) videos present a positive and negative performance of a telephone interview and outline the various do's and don'ts of such an exercise.

## Chapter 9: Face-to-Face Interviews

This chapter presents the key elements that enable you to be well prepared for a live engagement interview with a client. A review of the key elements that should be accomplished prior to a live interview are outlined, based on practical experience as well as industry best practices. The suggested follow-up elements are also outlined.

A presentation of the do's and don'ts that should be considered during a face-to-face interview is included in order to better prepare the consultant for this exercise and enhance his chances of success.

An interview checklist is presented as a reference tool in order to facilitate the overall preparation process for a professional face-to face interview.

Two (2) videos present a positive and negative performance of a live interview and outline the various do's and don'ts of such an exercise.

## Conclusion

This last portion of the E-Learning product is designed to summarise the course contents as well as to obtain the participants feedback concerning the realization of the course's learning objectives, through an evaluation survey.

