



Résumé/Interview Workshops

For

The School Board of Broward County



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Define Your Job

You can't effectively market yourself for a job if you don't have a clearly defined goal. Because so many people have diverse backgrounds, they often make the mistake of creating resumes that are too general to be effective. Before writing your resume, do some soul-searching, research occupations and pinpoint a specific career path. If you are having trouble with this step, solicit the help of a career coach at WorkForce One. If you find that you are torn between two or more potential goals, set up different resumes.

Create a Resume that Speaks to Employers' Needs

Now that you have defined your job, you are ready to create a winning resume. Consider a résumé's purpose: To answer the employer's question, "What can this person do for me?"

A great way to start thinking about employers' needs is to research your target job. What types of skills and experiences are employers seeking? What aspects of your background are most relevant?

Any information that does not relate to your goal should be eliminated or de-emphasized. As you make the decision about which information to include, ask yourself, "Will a potential employer care about my experiences?" Only include information that will help you land an interview.

Showcase Your Track Record of Accomplishments

Your career has offered you excellent opportunities for training, practical experience and advancement. Tout your accomplishments so the employer understands the importance of your achievements and the measurable outcomes. Here's an example of an accomplishment statement:

- Increased employee retention rate by 16 percent by focusing on training, team building and recognition programs.

Test Drive Your Resume

Developing a resume that works is an ongoing process. After you have polished your resume, start your distribution and keep track of your resume's response rate. Solicit feedback and listen carefully to suggestions for improving your resume, and continue modifying the document until it successfully generates job interviews.

RESUME WRITING TIPS AND SAMPLES

The Purpose of Your Resume

1. It is your sales and marketing tool.
2. It is the answer to why an employer should “hire you”.
3. It is your initial introduction to process people and decision makers, inside or outside your company, when applying for a job or promotion.
4. It is support documentation, to pass on to your existing network of contacts...people you know and people they know.
5. It forces you to inventory your skills, background, education and accomplishments in a concise manner.
6. It helps to write your quality cover letters.
7. It prepares you for your interview.
8. It validates who you are, and what you have to offer.
9. It serves as an attachment to your job application.
10. It can assist your references in speaking out on your behalf.
11. It is a reference tool to match job leads with your experience.
12. It is a tool that can build your confidence.
13. It helps you make a favorable impression.
14. It is a tool that can help you prepare your infomercials (personal introductions) and working a room small talk.

It is your story, your track record, your working life

Basic Writing Tips

A resume will be read in approximately **20 seconds**. It should be clear, direct, effective, professional and easy to read. Use bullet statements to facilitate skimming. Avoid long paragraphs and large blocks of text.

A resume must address your market value and in 20 seconds or less, answer the question, "Why should I hire you?" Key in on accomplishments, credentials and experience. Prioritize this information and put these important facts first in the top third of the page.

Things to Know Before You Begin:

- Use 1/2 inch margins, bold type and headings, indentations and bullets for emphasis and to guide the reader's eye.
 - Balance white space and information; short sentences and short paragraphs. Use the left-hand margin for emphasis.
 - Print only on one side of 8 1/2 x 11 paper.
 - Use an excellent printer. Smudged, faint, heavy or otherwise poor quality print will discourage readers.
 - Do not staple or paperclip your correspondence.
 - Use the Verdana or Arial font in a 10-12 type size.
 - Use Courier New font for online text resumes.
 - Use a good quality white or ivory paper only.
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1. Know your audience before you begin to prepare the document ... target the resume to the job and the employer.
2. Make sure your resume is free of all spelling, grammatical or typographical errors; have someone else proofread your resume.
3. Sell features and benefits. What skills do you have that will interest the employer?
4. Quantify your accomplishments...tell how much, how many, how often.
5. Don't extend your employment dates to fill in gaps.
6. Package the resume in an exciting way...use action words.
7. Be sure the resume is well organized and concise; 1 to 2 pages in most cases.
8. Provide the last 10 years of your work history (15 years if relevant).
9. Do not overuse capitalizations, italics or underlines.

10. The resume must be professionally presented, consistent with the industry.
11. Your resume can have a distinct personality ... choose your language carefully.
12. Your most recent job may use current or past tense depending on your current status ... use past tense to describe accomplishments, as they are completed actions.
13. Use up-to-date terminology, keywords relevant to the industry and job you have targeted.
14. Spell out terms versus using abbreviations and acronyms.
15. Write the resume in the third person and avoid using the pronoun "I."
16. Do not include personal information.
17. Always include a cover letter unless the employer tells you differently.
18. If you are a graduate student or have been out of the workforce for a while, you must make a special effort at displaying high emotion, potential, motivation and energy. Use examples to illustrate how you are resourceful, innovative and a contributing team member.
19. The resume should be a positive document. Don't lie, but you need not tell all. Keep negative thoughts and concepts out of your resume.
20. Personalize your resume to the decision-maker. Tell them what they want to hear.

Lucky 13 Guidelines

The single most important thing to remember when you are preparing a printed resume is that you are writing a sales document. You have a product to sell – yourself – and it must be attractively packaged and presented. To compete against hundreds, if not thousands of other qualified candidates, your resume must be **sharp, distinctive** and **dynamic** in both wording and visual presentation. Only 5 resumes out of 100 are processed.

Here are some guidelines that will help you accomplish this goal:

- Guideline #1* Think bottom line. How can you improve a company's economics?
- Guideline #2* Think goals. What can you do to further the achievement of organizational goals?
- Guideline #3* Think about ways to exceed expectations, such as noting that you made more sales than you were projected to make or service more customers than required.
- Guideline #4* Choose your words with care. Make them powerful and compelling.
- Guideline #5* Remember that your resume is a sales tool. Don't write an autobiography or memoir.
- Guideline #6* Use strategy, not gimmicks, like hiding dates or leaving them out completely.
- Guideline #7* Make the format "reader friendly." Key points should be easy to find, easy to read and readily accessible.
- Guideline #8* Don't be afraid to blow your own horn. Remember, your competition will!
- Guideline #9* Don't include salary or other information not relevant to your career objective.
- Guideline #10* Separate responsibilities from achievements in the employment section. For instance, responsibilities can be outlined within paragraphs but achievements can be bulleted to stand out. In most cases, it's not what you did but how well you did it that determines your employability.
- Guideline #11* Put yourself in the shoes of the person who is hiring you. What would he or she want to see on your resume?
- Guideline #12* Identify and clearly document your signature talents, such as saving money, adding to sales, improving productivity or enhancing efficiency. These have high-impact value.
- Guideline #13* Wear your resume with pride, confidence and certainty. When you do, you'll interview well.

Resume Formats – Which One is Best?

RESUME FORMAT	ADVANTAGES	DISADVANTAGES	BEST USED BY
Chronological (samples provided)	<ul style="list-style-type: none"> • Widely used format • Logical flow, easy to read • Showcases growth in skills and responsibility • Shows promotions and impressive titles • Show company loyalty 	<ul style="list-style-type: none"> • Emphasizes gaps in employment • Highlights frequent job changes • Emphasizes employment but not skill development • Emphasizes lack of related experience and career changes • Points out demotions/career set backs 	<ul style="list-style-type: none"> • Individuals with steady work record • Individuals with experience that relates directly to the position applied for
Functional (samples provided)	<ul style="list-style-type: none"> • Emphasizes skills rather than employment • Organizes a variety of experience (paid and unpaid work, other activities) • Disguises gaps in work record or a series of short term jobs 	<ul style="list-style-type: none"> • Viewed with suspicion by employers due to lack of information about specific employers and dates • De-emphasizes growth/job titles 	<ul style="list-style-type: none"> • Individual with no previous employment • Individuals with gaps in employment • Frequent job changers • Individuals who have developed skills from other than documented employment
Combination	<ul style="list-style-type: none"> • Highlights most relevant skills and accomplishments • De-emphasizes employment history in less relevant jobs • Combines skills developed in a variety of jobs or other activities • Minimizes drawbacks such as employment gaps and absence of directly related experience 	<ul style="list-style-type: none"> • Confusing if not well organized • Requires more effort and creativity to prepare 	<ul style="list-style-type: none"> • Career changers or those in transition • Individuals reentering the job market after some absence • Individuals who have grown in skills and responsibility • Individuals pursuing the same or similar work as they've had in the past

Parts of a Resume

Job Title Examples

- Call Center Manager
- Construction Manager
- Personnel Clerk
- Retail Sales Associate
- Legal Secretary
- Plant Manager
- Bank Teller
- Medical Claims Examiner
- Forklift Operator
- Policeman
- Food & Beverage Manager
- Maintenance Worker
- Computer Programmer
- Nurses Aide

Career Summary Statement Examples

Example #1

Two and a half years of diversified administrative experience in the health care industry. Demonstrated effectiveness handling complex projects, developing strong internal and external customer relations and responding to department needs on short notice.

Example #2

Unique telecommunications and MIS background. Demonstrated excellence using technical skills to build internal and external customer satisfaction. Record of “no-downtime” over a three-year period while solely supporting 1,100 employees.

Example #3

Senior marketing executive with 12 years experience in cosmetics and packaged goods industry in the United States and France. Unique combination of analytical and strategic approach with creative ability and intuition for business moves. Track record of developing and implementing successful strategies and programs resulting in opening new market segments.

Example #4

Extensive experience in credit policy and risk management. Establishing guidelines and reaching decisions quickly in a transaction-oriented atmosphere. Proven experience managing credit approval in five departments experiencing difficulties, reducing loan losses by an average of 50%.

Example #5

Financial executive with expertise in managing staff and operations including internal controls, policies and procedures. Consistently able to implement cost efficiencies and streamline operations, even during acquisitions and divestitures.

Example #6

Eight years experience as a Senior computer operator in Inventory Reconciliation with one of the largest cable manufacturers in the United States. Developed inventory control system, formatting information, entering data and performing on-line computer function that resulted in a savings of \$60,000.

Example #7

Highly experienced, client-oriented Software Development and Programming Manager. Accomplished leader, capable of building motivated and productive teams. Significant software design and engineering expertise. Project management responsibility for both government and industry projects, including RFP preparation, subcontractor negotiations, budgeting, and technical documentation. P&L management experience. MBA degree.

Example #8

Senior executive who has met the unique challenges of start-up, turnaround and high-growth companies. Never working in what one would consider a status quo organization, continually been challenged to deliver results that required strong creative, strategic and tactical leadership talents. Most significant, in each and every one of these situations, increased revenues and market share, reduced costs, and improved bottom-line profitability.

Core Strengths

- Demonstrated Leadership
- Solid Business Acumen
- Cost Reduction
- Develop Creative Solutions
- Contract Negotiation
- TQM Facilitator
- Project Management
- Timely Reports
- Effective Communication
- Group Facilitation
- Strategic Planning
- Superior Customer Service

Accomplishment Samples

- Achieved and maintained a 98% Customer Satisfaction rating.
- Reduced travel expenses by 9% by using in-house internet technology.
- Overhauled organizational reporting systems resulting in more timely and accurate reports.
- Increased growth of national publication by improving weekly circulation by 15%.
- Developed a patient checklist to assist physicians in educating patients in the use of equipment that led to a 75% decrease in after-hours service calls.
- Established and directed a full-time volunteer staff of 20 people.
- Successfully opened new markets throughout Latin America. Sales profit growth that generated \$2.7 million annually.
- Significantly improved staff morale and teamwork, resulting in high productivity and overall production.
- Analyzed production process which boosted quality, reducing costs and streamlined production by 33%.
- Negotiated with material suppliers for best prices to hold down costs; saved the company \$35,000 per month.
- Minimized defects of products by providing cross-training of employees on all machines; maintained quality and minimized downtime.
- Developed purchasing procedures to accommodate volume and exploit discount opportunities.
- Saved over \$100,000 in accounts payable by instituting a creative and effective system of payment.
- Worked with up to 200 customers a day --- resolving simple to complex problems.
- Designed and developed case management forms, efficiently presenting case-file information for attorney's review at court hearings and reducing the need for large, complicated case files.

Writing a Résumé for Effect

Your résumé is about your future ... it's not about your past, so stress experiences that are most relevant to the position you aspire to hold.

You aren't obliged to list every single job you have ever held. If a job is 15 or more years in the past, stop and consider how much it's worth mentioning, or how much space to give it.

Your résumé is not an autobiographical essay of your entire life. If the job you had 20 years ago does not relate to where you are headed, leave it out or summarize it very briefly.

In listing your most relevant experience, quantify your achievements whenever possible. For example, you could write "... implemented a revised procedure for processing salary increases, which reduced processing time by 20 percent."

Many companies use software to weed out unqualified applicants. Pay attention to key words, repeating some defining terms from the job description. (e.g. If you are applying to be a **Technology Consultant**, you could include the words **Product Development**, **System Integration**, and **Project Management**)

Be concise with the **Job Title** in the résumé, which comes after your name and contact information. If you are seeking a position similar to one you have held, simply state your professional title (e.g. Medical Technologist). Otherwise, indicate the job you want next. (e.g. Instrumentation Specialist or emphasize the skills that the job involves)

Tweak your résumé when necessary. Be sensitive to wording differences among industries. For example, **banks** have **customers**, **libraries** have **patrons** and **hospitals** have **patients**.

Résumés are shorter than they were even five years ago, perhaps as a result of social-media behavior. Keep them **tight**, **lean** and **clean**. Avoid the "big cement block" effect, meaning the use of large paragraphs.

Finally, have someone review your work. An extra set of eyes from a friend, family member or WorkForce One employee can be enough to set a wayward résumé on the right course. (e.g. Differences between the words **their** and **there**)



CHRONOLOGICAL

(Reverse Chronological)

Resume Sample

JANE OUTSTANDER

5000 NE 62nd Court - #401, Fort Lauderdale, Florida 33308
Telephone: 954-555-5555 • Email: joutstander5000@yahoo.com

Vice President Sales and Marketing

Goal driven, results oriented sales and marketing executive with more than twenty years experience possessing excellent strategic planning, management, P&L responsibility. Proven ability to implement organizational initiatives that consistently increase profitability and reduce operational costs in competitive markets.

Professional Strengths:

- Strategic Planning & Growth
- New Account Growth & Development
- Start-Up and Turnaround
- Trend/Market Analysis
- Key Account Management
- Contract Negotiations
- New Product Launch
- Brand Recognition
- P & L Management
- Proactive Management
- Technology Systems
- Media Relations

Professional Experience:

VICE PRESIDENT, EASTERN U.S. SALES & MARKETING
Fidelity National Financial - Property Insight / Fidelity National Title

2002-2008

Responsible for initiation, planning, timeline management, scheduling, team formation, communications planning, change control and closure. Direction and oversight of regional results - tracking and analysis; revenue reports to determine product trends and effectiveness in multiple markets. Recruited, trained, mentored, developed sales staff throughout region and managed and evaluated existing sales channels, direct and B2B, and determined effectiveness. Evaluated acquisition and retention plans with the intent to maximize market share. Investigated and implemented new products and methods to improve production and cost savings solutions in operations.

- Increased market penetration by \$3,000,000 annually (37%)
- Built automated title operations for public record information retrieval for financial institutions, attorneys and government agencies.
- Project analysis resulted in approximately \$4,000,000 cost savings to company.
- Reviewed existing IT systems and recommended enhancements and upgrades resulting in a measured revenue and cost savings increase of \$2,800,000.
- Evaluated company technology and provided recommendations and strategies for use of those applications, resulting in \$2,800,000 of savings over 5 years.
- Integral part of leadership team charged with new product development, testing, compliance, launch, functionality, and evaluation.
- Introduced technological solutions resulting in enhanced products, and \$250,000 annual reduction in courier fees.

SALES & OPERATIONS MANAGER
Palm Beach Joint Title Plant - Palm Beach, FL

2000-2002

Spearheaded South Florida sales and operations. Launched problem-solving initiatives; successfully resolved production difficulties; defined and attained measurable goals. Actively identified and captured new accounts. Maximized revenue within existing accounts, exceeding expectations in levels of client satisfaction. Developed annual budget and conducted monthly review of P&L strategies.

- Increased revenue by 21%.
- Successfully negotiated contracts resulting in \$385,000 annual cost savings.
- Implemented quality tracking system that reduced error-rate, improved brand loyalty and added more than \$150,000.00 to the bottom line annually.

SENIOR ACCOUNT EXECUTIVE
Datatrace Information Services - Fort Lauderdale, FL**1987-2002**

Charged with creation and deployment of effective sales and marketing strategies; in-depth market research, cold-calling, follow-up, and networking initiatives. Demonstrated excellence in tracking and maintaining key corporate accounts. Analyzed potential areas of market penetration and joint venture opportunities. Created and implemented multi-media advertising, innovative promotional materials and dynamic tradeshow and convention presentations.

- Solely represented over 31% of overall national sales corporate wide, out of eight sales representatives.
- Represented 70% of revenue generated in the state of Florida.
- Generated annual revenue of over \$2.7 million for 10 years.
- Achieved 33% increase in market share, building customer base from 6 to 200.
- Consistently exceeded sales goals of 21% annually over 5-year period.
- Analyzed current budgetary factors vs. revenue and provided recommendations to attain budgetary goals.
- Proactively participated in all account oversights to ensure total customer satisfaction.

EDUCATION:**Florida A&M University, Tallahassee, FL**
Bachelor of Science: Major in Architecture**Santa Fe Community College, Gainesville, FL**
Associate of Arts**2004 LEADERSHIP PROGRAM**
Fidelity National Financial



FUNCTIONAL

Resume Sample

CAROL HARDWORKER
carolhardworker@yahoo.com

106-412 Lake Drive
Lauderdale Lakes, FL 33309

Residence: 954. 739. 1234
Cellular: 954. 675.1234

ADMINISTRATIVE ASSISTANT · CUSTOMER SERVICE SPECIALIST

- Dependable and efficient professional, enjoy working with the public and dedicated to high quality customer service.
- Proven track record for working effectively with team members.
- Awarded the “Best Customer Service Associate” for a period of 2 years.

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- High Quality Customer Service
 - Front Desk, Receptionist Functions
 - Greeting Customers
 - Training New Employees
 - Inventory Control
 - Office Procedures
 - Data Entry
 - Cash Handling
 - Organized
 - Strong Attention to Detail
 - Multitask
 - Effective Time Management

CAREER HIGHLIGHTS

- Observed, studied and implemented an entirely new filing system for Laboratory Customer Service servicing all 46 Centers located throughout the country thereby ensuring quick and efficient retrieval of all tests results.
- Screened over 140 clients on a weekly basis for plasma donation.
- Accurately and confidentially recorded customer results; Filed records, charts and department records in accordance with company policy; efficiently tracked office inventory resulting in cost-control purchases.
- Trained new and existing employees; integral in motivating team members.
- Processed multiple cash transactions daily resulting in a balanced drawer.

EXPERIENCE

NORTH AMERICAN BIOPHARMACEUTICALS (NABI), Boca Raton, FL	1996 – 2008
<i>Administrative Assistant</i>	Boca Raton, FL
<i>Biomedical Receptionist</i>	Pembroke Pines, FL
<i>Administrative Support</i>	Miami, FL
INPHYNET (Humana Health Care Plans), Miami, FL	1995 – 1996
<i>Medical Records Supervisor</i>	
CAMBRIDGE HEALTHCARE, Indianapolis, IN	1994 – 1995
<i>Medical Records and Unit Secretary</i>	
MED-COR (Nationwide Correspondence), Indianapolis, IN	1993 – 1994
<i>Medical Records Department</i>	
ARBOR OF GREATER INDIANAPOLIS HOSPITAL, Indianapolis, IN	1989 – 1993
<i>Secretary</i>	
VETERAN’S ADMINISTRATION HOSPITAL, Indianapolis, IN	1987 – 1989
<i>Medical Records Department</i>	

EDUCATION

San Antonio Business College (1 year)
West Virginia Tech



INTERVIEWING

Before the Interview

1. Confirm the date and location --- ask for driving directions and parking information, landmarks. Take a dry run the day before.
2. Confirm the time of the appointment. Always arrive 15 minutes early. Ask if you need to arrive earlier to fill out an application, take a personal assessment or a personality test (you may bring an employment application draft all ready completed to serve as a quick reference).
3. Clarify the interviewing process --- identify the names and titles of each person you are scheduled to meet.
4. Ask if they could provide you a more detailed job description and salary range.
5. Research the company and industry (read brochures, annual reports, websites, internet, newspapers, trade journals and talk to your network). Gather information in the following areas:
 - o Organizational information
 - o Nature and responsibility of job
 - o Trends in the industry
 - o Corporate culture
 - o Characteristics valued in employees
 - o The organization's goals/vision for the future
6. Learn your resume. Know your assets. Tell your story using keywords. **Keywords:** The hot words associated with a specific industry, profession, or job function...generally a noun, short phrase, abbreviation or acronym. Prepare five great success stories.
7. Bring your prove-it file, include: testimonials, samples of work, awards/recognitions, performance reviews, reference letters, certificates, licenses, transcripts and more.
8. Know your *minimum* salary requirement, based on your real budget. Know your current salary level plus benefits desired. Learn your fair market value through salary websites (e.g., salary.com and wetfeet.com) networking and industry research.
9. Read the daily newspaper, professional newsletter and/or trade journal --- be current.
10. Bring a portfolio, include: six extra resumes, personal contact cards, appointment book, classy pen, reference sheet of contacts, and prepared questions you want to ask. Also bring with you your social security card and driver's license.
11. When you arrive for your interview, observe your surroundings and be alert to all information and people you come in contact with.
12. Be a good reception room waiter --- develop a rapport with the receptionist, be patient.
13. Prepare to meet and greet --- introduce yourself with a warm smile, firm handshake, direct eye contact and state your full name.
14. Bring along the "right" pair of eyeglasses.
15. Leave your cell phone in the car.
16. Don't eat, drink, smoke or chew gum.
17. Bring a good, positive attitude and enthusiasm. Always act professional with a likeable manner.
18. Dress for success; no perfume, aftershave or cologne; haircut and clean shave.
19. Prepare your infomercial to answer the question, "Tell me about yourself." (See Page 20)
20. Prepare your answer to the question, "Why should we hire you?" (See Page 21)

Tell Me About Yourself

Sample Responses

Your response should include the following points:

1. Your current situation (such as where you work and what you do, or where you are in school and what you're studying)
2. An expression of your enthusiasm for being on the interview (if not already mentioned when you first met the interviewer)
3. A brief overview of three to four of your best assets

Sample #1 (Customer Service Representative)

"Well, first I'd like you to know that I am really pleased to be here talking with you today.

I have been a customer service representative for the past 6 years working in the banking and retailing field. Through my work experience I have gained a great deal of experience in solving problems while retaining the goodwill of the customer. My personal values influence my high work ethics, loving people and wanting to assist them in any way possible to get their concerns addressed. I maintain the customers of my employers and always get an enormous amount of referrals that contribute to new business, more business, and therefore increase profits of my department.

I am very excited to be here today to discuss your customer service manager position. I know I bring a lot of value to the job and look forward to learning more."

Sample #2 (Office Worker)

"Well, first I would like you to know that I am really pleased to be here talking with you today.

I consider myself a well-rounded office worker with six years of experience in answering phones, making appointments, filing documents, typing correspondence and running errands. I am a highly motivated individual, eager to work hard and am very reliable. I have basic knowledge of Macintosh and IBM software applications both of which you use here at ABC Company.

I would now like to share some noteworthy accomplishments I have achieved during my administrative career."

Why Should We Hire You?

Samples

This is your sales pitch. Know your product. What YOU can do for them and why they should listen to what you have to offer. The more detail you give the stronger your answer will be. Summarize your accomplishments and relate what makes you unique and therefore a viable fit for the position.

Bank Teller

"With over five years of experience in transaction and branch automation banking, a degree in accounting and a superior record for accuracy, I offer immediate value to your team. My biggest strengths are my mathematical ability, my enthusiasm and my total dedication to my personal and professional growth. I will always do my best to provide your customers, my colleagues and my supervisors with the level of performance they expect and deserve."

College Graduate - Communications

"While attending college, I held part time and summer jobs for companies that ranged from Web-based businesses to the performing arts, advertising communications and radio. This, together with internships during my junior and senior years, gave me hands-on experience in multimedia, public relations and creative services. This combination of broad-based experience and formal education will help me quickly come up to speed in your company, and enable me to make valuable contributions from day one."

Elementary Teacher

"I'm a great believer of hands-on learning. I've developed a number of creative learning centers with themes ranging from dinosaurs and Native American to music, art, math, reading and dance. In addition, I use positive reinforcement to foster self-esteem in children at all academic levels, and my approach is student-oriented and performance-based. Continuing education is also important to me. I attend a number of seminars to stay up-to-date on various teaching strategies, including cooperative learning, assertive discipline and the use of brain-compatible techniques. As a result I know I can make a valuable contribution to your teaching team at Redhurry Middle School."

Administrative Assistant

"Having recently earned my CPS (certified professional secretary) status, I feel confident that my additional five years of experience as an executive secretary qualifies me for your position. The strengths I would bring to your position are in all areas of secretarial support with an emphasis on administrative-level assisting. In particular, I have worked successfully in the areas of special project management, presentation preparation, itinerary management and all levels of travel scheduling and tracking. I am also very proficient with all Microsoft programs and using a PDA."

Customer Service Representative

"I have excellent telephone skills with a variety of customers and like interacting with customers both in person and in a call center environment. I have strong general office abilities including, filing, organizing and word processing. You will need a self-starter who works well independently and is able to understand effectively and resolve customer problems."

Receptionist

"As a qualified corporate receptionist with ten plus years of experience in a professional setting, I feel confident that I could perform and surpass your expectations. With a focus on international relations and utilizing exceptional executive-level administrative assistant skills, I have developed the ability to switch gears very effectively while juggling multiple tasks. I am familiar with a variety of different phone systems and PBX. My computer knowledge includes word processing, spreadsheet application, desktop publishing and database management."

During the Interview

1. The **FIRST FIVE MINUTES** are the most important in making a favorable impression.
2. Greet the interviewer with a firm handshake, warm smile, and a friendly "hello." State your full name, and express your sincere appreciation for the interview.
3. Have a Conversation (*50, 50, 2 Rule*) speak 50%, listen 50%, and speak no longer than two minutes at any one time.
4. Sit in the chair directly in front of the interviewer(s) when offered.
5. Set your portfolio on your lap, and your pocketbook and prove it file on the floor.
6. Always give direct eye contact to the interviewer(s). Look at the person who asks the questions.
7. Be likeable throughout the interview process (people hire people they like).
8. Do not respond to silence; pause and wait.
9. For further clarification, ask for the question to be repeated, or you repeat the question before responding.
10. Speak slowly and emphasize words of importance.
11. React --- don't overreact.
12. Sit forward in your seat when speaking.
13. Sit back in your seat when listening.
14. *Actively listen*, nod and smile (be human) show feelings and expressions.
15. Be prepared to answer the five most important questions employers want to know:
 - Why are you here?
 - What can you do for us?
 - What kind of person are you?
 - What distinguishes you from other qualified candidates?
 - Can I afford you?
16. Make sure you ask questions and respond with value/keyword answers (see attached)
17. Show off your **prove it** file.
18. If it is not the right job, then tell the interviewer what would be the right job.
19. Suggest full-time, part-time, temporary, or contract work. Offer to shadow someone in his or her job, ask for a tour of the facility. Volunteer to work on a special project.
20. Participate (if available) in an internship or on the job-training program.
21. Avoid salary negotiations as long as possible.
22. Prepare to negotiate your total package including salary, bonus, benefits and more.
23. Close the interview with a positive statement, "you want the job" and "you can do the job".
24. Ask what the next step is in the interviewing process and ask when you will hear back with a decision.
25. Get a business card from each person you meet.

Closing the Interview

With the Decision Maker

- What is the next step?
- When can I expect to hear from you?
- Will I have an opportunity to speak with someone else?
- How do I stand in regard to my competition?
- Are there any other questions or concerns regarding my background I can answer for you?
- Close the interview with positive statements, "you want the job" and "you can do the job."

With Human Resources

- What is the name of the person I will meet next?
- What kind of a person is he or she?
- Is there anything I should know or do to prepare for the next interview?
- Avoid discussing salary, *until the end*, after they have definitely said they want you.
- Talk in terms of salary range; do not give a specific number.
- Prepare to negotiate your total package including salary, bonus, benefits and more.

Maintain your positive attitude and continue to be enthusiastic

After the Interview

Immediately send a "thank you" letter (see attached) to the person(s) with whom you interviewed. The content of the letter should include:

- Thank you for the interview.
- Emphasize your interest.
- Briefly state how you will contribute to the company.
- Indicate you will follow up with a phone call.

The letter should be simple and to the point.

If you interview for a position, and you are not interested, send a "thank you" letter as well. Simply thank the interviewer for their time and state the reason why you feel the position is not for you. If you are still interested in the company, however, and would consider other positions, let the person know.

Thank You for the Interview Letter

Sample

Mary Applicant

123 Main Street, Miami, FL 33111
305-786-4321

May 12, 2010

Mr. Joe Smith
Finance Director
ABC Company
1234 Main Street
Fort Lauderdale, FL 33301

Dear Mr. Smith:

It was a pleasure meeting you last Friday to discuss the credit position at ABC Company. I greatly appreciate the time you spent with me and the valuable information you offered about the position's various duties and responsibilities. It was a most informative and interesting interview.

Upon reflection of our discussion, I feel confident that my background and qualifications would make a positive contribution to your company. My experiences and accomplishments in credit and credit management closely parallel the defined objectives and expectations of this position. The international aspect of the business is of particular interest to me as I strive for continued professional growth and to expand my knowledge base.

I hope that my responses to your questions and my credentials relative to the job requirements were satisfactory and that a mutually beneficial working relationship will result. I will follow up with you next week to see if I can provide further information and find out where I stand in the interviewing process.

Thank you again for your time and consideration.

Sincerely,

Mary Applicant

Visit or call your local WorkForce One Center

WorkForce One, North
2301 West Sample Road, Bldg. #4
Pompano Beach, FL 33073
(954) 969-3541

WorkForce One, Central
2610 West Oakland Park Blvd.
Ft. Lauderdale, FL 33311
(954) 677-5555

WorkForce One, South
7550 Davie Road Extension
Hollywood, FL 33024
(954) 967-1010

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