

WoW! Interview™ - 2016 Edition



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Welcome to the **WoW! Interview™ - 2016 Edition**. This is an exciting, proven method for interviewing that will give you the best opportunity to win job offers from employers you want to work for.

The successful presentation of this material to hiring managers proves that you are PPQ (refer to the WoW! Interview™ career videos for more on this topic).

The following pages will walk you through the steps necessary in creating your own WoW! Interview™ Discussion Guide to present to hiring managers.

This material is designed to be used after watching the WoW! Interview Career Videos.

The LittonGroup, LLC (parent company of the WoW! Interview™) offers this information with no implied guarantees or warranties. However, the information provided has been tested with thousands of job seekers since 1999 with tremendous results.

Discussion Guide

Presentation to: **Hiring Manager Name**
 Company Name

By: Your Name

Purpose of this slide:

Transition. We need to transition from the traditional end of an interview where the hiring manager asks...“What questions do you have?” Instead, we want to prove that we are PPQ (discussed in the WoW! Interview™ video) by presenting our Discussion Guide. This opening slide is used to get the hiring manager interested in what we have to say.

Creating the Content for this Slide:

Any word processing software will work to create your Discussion Guide. Most people find that either Microsoft Word® or Microsoft PowerPoint® work best in producing these slides but use what you have access to.

To start, open a new file in Word or Powerpoint. Select a template that will professionally work best for this specific interview. Type the name of the Hiring Manager in the upper center portion of this first slide. If you know the names of others that will be attending then take the time to personalize a separate Discussion Guide for each. If you can't get their names in advance then prepare extra copies that just show the company name and your name.

Finally, type your name on the lower right side.

Objectives Today



- Confirm the industry trends
- Review why (insert Company Name) is leveraged for success
- Discuss three projects that can create a positive impact for (insert Company Name)
- My career objectives

Purpose of this slide:

This slide is about setting expectations with the hiring manager. The hiring manager has no idea what you are getting ready to present. Put them at ease by sharing the points you'd like to discuss so they can see where you are going with this.

Creating the Content for this Slide:

Open up a second page in your document and fill it out as listed above. Make sure you replace insert Company Name with the name of the company you are actually interviewing with. We also recommend deleting the underline under the words "insert Company Name" so it is plain text like the rest of the text on this slide.

Leveraged for Success



- X
- X
- X

Purpose of this slide:

Demonstrate your preparation. Did you know that many job seekers show up at interviews without any more preparation than just looking at the company website? This is your opportunity to professionally show how prepared you are by putting in writing positive success traits of the company. The more “insightful” these points are the better. Just repeating information that is already on the company website might not be enough. Spend time in research mode to come up with your key points.

Creating the Content for this Slide:

When researching the hiring company consider getting the answers to these key questions...

- Who are their customers?
- What problems do they solve for their customers?
- What are their customers saying?
- What are their top 3 products or services?
- What is the #1 reason they have been successful?

You'll find the answers to these questions by researching via the internet and talking to people familiar with the company. A great place to look these days is at www.linkedin.com where you can communicate with current and past employees.

Three Ideas for a Positive Contribution



- List #1 Idea or Project where you could add value if hired
- List #2 Idea or Project
- List #3 Idea or Project

Purpose of this slide:

List three ideas on what specific ideas you have to help the hiring company. This takes risk because you might not know everything about the job or the company. However, this information will dramatically reduce the risk for the hiring manager in making a decision on your behalf.

Creating the Content for this Slide:

Write down three ideas on how you can contribute to the hiring company. These ideas come from the job description they've provided, your personal successes in the past or even your passion. The more specific you are the better.

Some people may use this slide to put together a 30-60-90 day program. That is fine. The bottom line is you want to put in writing how you can make an impact. Reduce the risk of the hiring manager by showing them what you are capable of doing for them.

My Career Checklist



I want to work for a company that will...

- 1.
- 2.
- 3.

Purpose of this slide:

You need a way to ask for the job or “close the deal.” This slide will do that for you and help you get a “WoW!” reaction from the hiring manager. The hiring manager may also say “no one has ever done this before” or “you must really want this job” or “very impressive.” All of these are exciting responses to hear at the end of your Discussion Guide presentation.

Creating the Content for this Slide:

List three to five goals that you have for your next job that matches 100% with this job opening.

<h3>Discussion Guide</h3> <p>Prepared for: Mr. Tom Banks Murphy Manufacturing Company</p> <p>By: Loren James</p>	<h3>Objectives Today</h3> <ol style="list-style-type: none"> 1. Confirm the Industry Trends 2. Review why Murphy Manufacturing Company is Leveraged for Success 3. Discuss Three Projects that can Create a Positive Impact for Murphy Manufacturing Company 4. My Career Objectives
<h3>The Industry Trends</h3> <ul style="list-style-type: none"> ▪ Efficiency. According to industry websites this industry is now 4% more efficient than just 2 years ago due to restructuring. ▪ Customers. With web-based tools customers are now providing feedback that is now helping design new products. ▪ Growth. Over the next 3 years a wider selection of products will be important for additional revenue. 	<h3>Murphy Mfg is Leveraged for Success</h3> <ul style="list-style-type: none"> ▪ Customers – Murphy Manufacturing is known for a very loyal customer base. ▪ Selection of Products – Customers are asking for a wider selection of products. Murphy Mfg is poised to deliver on this opportunity. ▪ Strategic Partners – The partnerships with other companies is now contributing to overall sales into double digits.
<h3>Three Ideas for a Positive Contribution</h3> <ol style="list-style-type: none"> 1. Track inventory of gaps that waste dollars <ul style="list-style-type: none"> ➢ Every 60 days perform spot inventory checks to assist with the current auditing process. 2. Streamline Vendors <ul style="list-style-type: none"> ➢ Consolidate vendors to obtain better pricing for those vendors "unchecked" the past 4 years. 3. Recycle Program <ul style="list-style-type: none"> ➢ Re-evaluate the current recycling program for improved options 	<h3>My Career Checklist</h3> <p>I want to work for a company that will...</p> <ol style="list-style-type: none"> 1. Allow me to increase my experience in inventory management. 2. Provide me opportunities for growth and more responsibility if I can prove myself. 3. Increase my experience in working with how vendors are managed for additional cost savings.

A Completed Discussion Guide

The slides above represent a completed Discussion Guide with the content filled out. When completed we recommend that you print them out and professionally bind them together at an office supply company like Office Depot®, Staples® or FedEx Kinko's®. The binding cost is usually around \$5.00 each.

You will learn over the following pages how to present each of the above pages. This is done so you have the confidence you need to present the Discussion Guide for your next hiring manager interview. Consider reviewing the **WoW! Interview™** Career Videos another time or two for a demonstration of how these scripts are delivered.

Discussion Guide



Presentation to: Mr. Tom Banks
Murphy Manufacturing Company

By: Loren Jones

Tips and Scripts in Presenting this Slide:

This slide kicks off your WoW! Interview™ Discussion Guide. We have two scripts for the beginning and end of this slide for you to use.

Script #1 - The Opening Script

After the hiring manager asks you if you have any questions at the end of the interview say this:

“Instead of asking questions, I’ve created something especially for this meeting. Do you have a moment that I can share it with you?”

This question creates curiosity and opens the door for you to deliver your **WoW! Interview™** even when it isn’t expected. It works!

Script #2 - The Move

After the hiring manager says it is fine for you do share what you created...ask this second question as you reveal your Discussion Guide:

“Would it be o.k. if I moved over a bit so we could go through this together?”

The purpose of this question is to change the body language from a traditional interview where the hiring manager is in control to where you are now in control.

Objectives

1. Review why the Murphy Manufacturing Company is leveraged for success.
2. Share three ideas where I can make an positive contribution for Murphy Manufacturing Company.
3. Loren's career objectives.

Tips and Scripts in Presenting this Slide:

Introduce this slide by saying:

“I'd like to cover these three points with you”

End this slide by saying:

“Would it be o.k. to go over these three points?”

If you were the hiring manager you would want to know what this Discussion Guide is all about. This slide is to help put the hiring manager at ease by sharing the topic headings that you are getting ready to present.

We are ending the slide with “Would it be o.k. to go over these three points?” because we want to be 100% sure that the hiring manager has five minutes for us to present our Discussion Guide with him or her. By asking the question it ensures that we are in ready to go.

Murphy Mfg is Leveraged for Success



- **Customers** – Murphy Manufacturing is known for a very loyal customer base.
- **Industry Trends** – Customers are asking for a wider selection of products. Murphy Manufacturing seems ready to deliver on this.
- **Strategic Partners** – The partnerships with other companies is now contributing to overall sales into double digits.

Tips and Scripts in Presenting this Slide:

Introduce this slide by saying:

“Let me share with you why I believe your company is leveraged for success”

End this slide by saying a “confirmation script.” A confirmation script can be one of the following questions:

“Did I get these points right?”

“Did I miss anything that you think is also important?”

“Would you change any of these points?”

Usually the hiring manager will acknowledge that you captured the key reasons successfully. Other times the hiring manager will offer some additional comments. Either way feel free to discuss further and then move on to the next slide.

Three Ideas for a Positive Contribution

1. **Track inventory for gaps that waste dollars**
 - Every 60 days perform a manual inventory to help assist the current auditing process.
2. **Streamline vendors**
 - Consider a project consolidating vendors to obtain better pricing if this hasn't been done the last few years.
3. **Recycle program**
 - Re-evaluate the current recycling program for improved options

Tips and Scripts in Presenting this Slide:

Introduce this slide by saying:

“I’m going to take some risk here. Based on my experience and preparation for our meeting today I’ve put together three ways that I believe I can make a positive contribution.

End this slide by asking a confirmation script such as:

“Are these ideas that you think would be meaningful?”

Thoughts...

This slide is the most risky for you to share but it is the **most important slide**. You are forcing the hiring manager to think about what you are going to do for them instead of just talk about you or your past. The worst thing that will happen is for the hiring manager to say that one or two of your ideas are not part of your job description. However, they will bail you out because you used the script above. You’ll get an “A” for effort. Since you communicate at the outset that you are “going to take some risk here” you are protecting yourself from coming across as a “know it all” person. Instead you come across as a very competent person who wants to contribute to the company’s success.

My Career Checklist

I want to work for a company that will...

- Allow me to increase my experience in inventory management.
- Provide me opportunities for growth and more responsibility.
- Give me a chance to make a positive difference in the way vendors are managed.

Tips and Scripts in Presenting this Slide:

Introduce this slide by saying:

“Finally, I’d like to review my top career goals with you”

End this slide by saying:

“Because this opening meets 100% of my top career goals...(pause here)...I want the opportunity to begin working here.” Then...STOP and wait for their response. It should be something like “WoW!” or “very impressive!” or something like that.

Most candidates end an interview without any clear knowledge on where they stand against their competitors. The WoW! Interview™ changes that. The hiring manager will look at you as the most PPQ candidate (see the WoW! Interview™ video for more info on PPQ). You’ve made it easy for them to brag about you to other managers and offer you the job.

Now, go WoW! a Hiring Manager and generate a job offer or two!

FAQ's - Frequently Asked Questions

Q What if the hiring manager says they don't want to see my WoW! Interview™ Discussion Guide after I use the opening script?

A In the extremely rare event that this would occur just respond by saying "this will only take about 5 minutes – the same amount of time as asking a couple questions." If this doesn't work then the odds are that you weren't going to be a front runner for the job anyway.

Q Is the Discussion Guide used for the first interview or the second interview?

A The best results are during the first face to face interview with the hiring manager. This gives you the opportunity to eliminate your competitors early and become one of the final candidates – if not the only candidate!

Q Would you recommend sending the WoW! Interview™ Discussion Guide via email for phone interviews?

A We don't. The Discussion Guide is designed for face to face interaction. For phone interviews watch Part 2 of the WoW! Interview™ video.

Q What about panel interviews? Do I need a discussion guide for everyone?

A Yes, we recommend creating a separate WoW! Interview™ Discussion Guide for each person on a panel interview. Each cover page would be personalized for each person.

Q I have to interview with people that I'll be working with if I am hired. Would you deliver a Discussion Guide to peers too?

A No, peers might perceive you as a risk to their job and jeopardize your efforts. Save the Discussion Guide for the hiring manager, the hiring manager peers and the management team above the hiring manager.

Q What is the success rate of winning a job offer if I deliver a WoW! Interview™ Discussion Guide to the hiring manager?

A After surveying 100 candidates that went through a WoW! Interview™ Workshop over a three month period in 2003 they reported an achievement rate of 46.6%. When you compare this to the national average of 12% it is a no-brainer.

We hope we have motivated you to WoW! your next hiring manager. Let us know how you do!