

PRESENTATION AND WRITING SKILLS

lecture No. 10

BY

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MGM223



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY

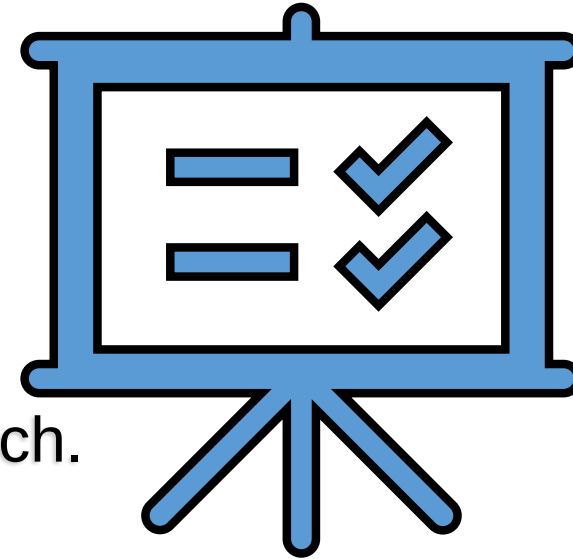
lecture No. 10

Applying and Interviewing for Employment

الرجاء الاستماع الى المحاضرة أو قراءة ال notes أسفل السلايدز قبل حل
الامتحان الأسبوعي

Test your knowledge for the previous lecture

1. Finding the ideal opportunity
2. Define your personal strategy.
3. Know the Employer's perspective
4. How to conduct your internet research.
5. How to build your network
6. Planning your résumé



Learning Objectives

1. Submitting your résumé . ١. تقديم سيرتك الذاتية
2. Understanding the interview process . ٢. فهم عملية المقابلة
3. Preparing for a job interview . ٣. التحضير لمقابلة عمل
4. Interviewing for success . ٤. إجراء المقابلات من أجل النجاح
5. Following up after an interview . ٥. المتابعة بعد المقابلة

Submitting Your Résumé

تقديم سيرتك الذاتية

Application Letters

Solicited

المعلن عنها أو المطلوبة

خطابات التقديم

Unsolicited

غير المرغوب فيها

What You Are Sending

ما الذي ترسله؟

Why You Are Sending It

لماذا ترسلها؟

Benefits of Reading It

فوائد قراءته

Application Letters

خطابات التقديم

Position			Supply Chain Pricing Analyst			Apply
Position code	T23-6678	Location	Tacoma, WA	Status	Full-time	

Sea-Air Global Transport has an immediate opening for a supply chain pricing analyst in our Tacoma, WA, headquarters. This challenging position requires excellent communication skills in a variety of media, a polished customer service presence both in person and over the phone, and proven aptitude in statistical analysis and business mathematics.

The minimum educational requirement for this position is a bachelor's degree or equivalent, preferably in business, statistical methods, or applied mathematics. Experience in customer service is highly desirable, and experience in transportation or logistics is a major plus.

[Click here](#) to learn more about Sea-Air or [click here](#) to explore the attractive compensation and benefits packages we offer all employees.

← Smith's application letter echoes the language of the job posting.

Application Letters

The first sentence grabs attention by indicating knowledge of the company and its industry.

The reference to his résumé emphasizes his customer service orientation and also shows he has done his homework by researching the company.

27225 Eucalyptus Avenue
Long Beach, CA 90806
March 12, 2021

Hiring Manager
Sea-Air Global Transport
5467 Port of Tacoma Rd., Suite 230
Tacoma, WA 98421

Dear Hiring Manager:

Sea-Air Global Transport consistently appeared as a top transportation firm in the research I did for my senior project in global supply chain management, so imagine my delight when I discovered the opening for an export pricing analyst in your Tacoma headquarters (Position Code: T23-6678). With a major in business and a minor in statistical methods, my education has been ideal preparation for the challenges of this position.

In fact, my senior project demonstrates most of the skills listed in your job description, including written communication skills, analytical abilities, and math aptitude. I enjoyed the opportunity to put my math skills to the test as part of the statistical comparison of various freight modes.

As you can see from my résumé, I also have more than three years of part-time experience working with customers in both retail and commercial settings. This experience taught me the importance of customer service, and I want to start my professional career with a company that truly values the customer. In reviewing your website and reading several articles on Lloyd's List and other trade websites, I am impressed by Sea-Air's constant attention to customer service in this highly competitive industry.

My verbal communication skills would be best demonstrated in an interview, of course. I would be happy to meet with a representative of your company at their earliest convenience. I can be reached at dalton.k.smith@gmail.com or by phone at (562) 555-3737.

Sincerely,
Dalton Smith
Dalton Smith

The opening paragraph identifies the specific job for which he is applying.

In this discussion of his skills, he echoes the qualifications stated in the job posting.

In the close, he politely asks for an interview in a way that emphasizes yet another job-related skill.

Figure 19.1 Solicited Application Message

In this response to an online job posting, Dalton Smith highlights his qualifications while mirroring the requirements specified in the posting. Following the AIDA model (see page 388), he grabs attention immediately by letting the reader know he is familiar with the company and the global transportation business.

Application Letters

Solicited application letter

خطاب التقديم لوظيفة مععلن عنها

(in response to an identified job opening) you'll know what qualifications the organization is seeking. You'll also have more competition because hundreds of other job seekers will have seen the listing and may be sending applications too

(ردا على وظيفة شاغرة محددة)
ستعرف المؤهلات التي تبحث عنها
المنظمة. سيكون لديك أيضا المزيد من
المنافسة لأن المئات من الباحثين عن
عمل الآخرين سيشاهدون القائمة وقد
يرسلون الطلبات أيضا

Application Letters

unsolicited application letter

(a prospecting letter to an organization that has not announced an opening), you will have to do some research to identify the requirements the position is likely to have. In addition, search for information about the company, its customers, the profession, or the manager to whom you are writing. Using such information in your letter will help you establish common ground with your reader and show that you are tuned into what is going on in the industry.

(خطاب تنقيب إلى منظمة لم تعلن عن افتتاح) ،
سيتعين عليك إجراء بعض الأبحاث لتحديد
المتطلبات التي من المحتمل أن يمتلكها المنصب.
بالإضافة إلى ذلك ، ابحث عن معلومات حول
الشركة أو عملائها أو المهنة أو المدير الذي
تكتب إليه. سيساعدك استخدام هذه المعلومات في
رسالتك على إنشاء أرضية مشتركة مع القارئ
وإظهار أنك على دراية بما يجري في الصناعة.

Application Letter Tips

نصائح خطاب التطبيق

- identify the opportunity
- Show you understand the company
- Don't volunteer salary history
- Keep it short—about three paragraphs
- Show personality but stay businesslike
- Project confidence, not arrogance

- حدد الفرصة بوضوح
- أظهر فهمك للشركة
- لا تتطوع بسجل الرواتب
- اجعلها قصيرة - حوالي ثلاث فقرات
- أظهر شخصيتك ولكن ابق عمليا
- عرض الثقة وليس الغطرسة

Using the AIDA Plan



- Attention
- Interest
- Desire
- Action

- انتباه
- اهتمام
- الرغبة
- فعل

Résumé Follow-Up

- Communication
- Professionalism
- Employer Instructions
- Closing Date

•التواصل

•الاحترافية

•تعليمات أصحاب الأعمال

• تاريخ الإغلاق



•Has a decision been made?

•هل تم اتخاذ قرار؟

•Can you tell me what will happen next?

•هل يمكن أن تخبرني ماذا سيحدث بعد ذلك؟

•What is the company's time frame?

•ما هو الإطار الزمني للشركة؟

•Could I follow up in another week?

•هل يمكنني المتابعة في غضون أسبوع آخر؟

•Can I provide additional information?

•هل يمكنني تقديم معلومات إضافية؟



Understanding the Interview Process

فهم عملية المقابلة

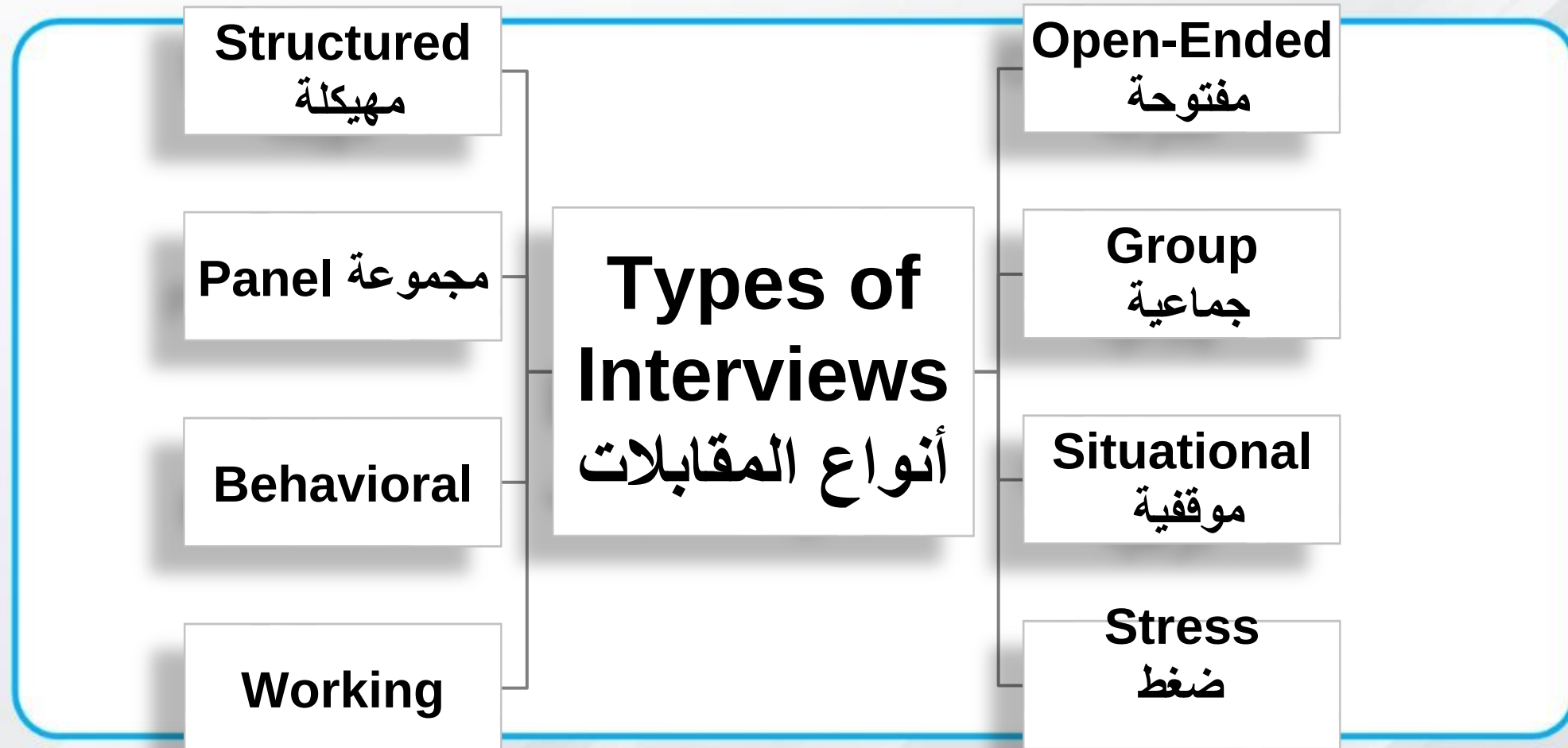
Interview Sequence

تسلسل المقابلة

Screening
فحص

Selection
اختيار

Final Stage
المرحلة النهائية



الرجاء الاستماع الى المحاضرة أو قراءة ال notes أسفل السلايدز

وسائل المقابلة Interview Media

- Telephone مقابلة عبر الهاتف
- Email and IM البريد الإلكتروني والمراسلة الفورية
- Video Technology تقنية الفيديو
- Online Options الخيارات عبر الإنترنت



ما الذي يسعى إليه What Employers Seek

أصحاب العمل

ملاءمة Suitability

Education

تعليم

Experience

تجربة

Job-Related Traits

السمات المتعلقة بالوظيفة

ملاءمة المنظمة Organization Fit

Background

خلفية

Attitudes

المواقف

Personal Style

النمط الشخصي

اختبارات ما قبل التوظيف Preemployment Tests

Integrity

التكامل

Knowledge

and Skills

المعلومات والمهارات

Personality

الشخصية

Substance Abuse

ادمان المخدرات

Cognition

الإدراك

Background

الخلفية

Preparing for a Job Interview

التحضير لمقابلة عمل

أسئلة صاحب العمل Employer's Questions

- The hardest decision you ever made
- Your greatest weaknesses
- Goals over the next five years
- What you didn't like about prior jobs
- Relate something about yourself

- أصعب قرار اتخذته على الإطلاق
- أعظم نقاط ضعفك
- الأهداف على مدى السنوات الخمس المقبلة
- ما لم يعجبك في الوظائف السابقة
- اربط شيئاً عن نفسك

Build Your Confidence



بناء ثقتك بنفسك

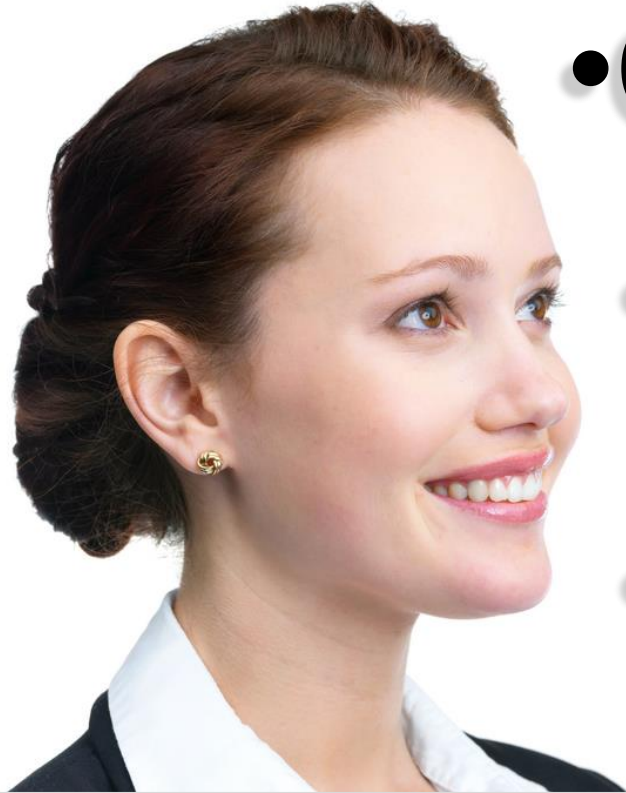
Weaknesses الضعف

Strengths نقاط القوه

التوجس أو الخوف

Apprehension

صورة احترافية Professional Image



- Clothing اللبس
- Grooming
- Behavior السلوك

Interviewing for Success

إجراء المقابلات من أجل النجاح

The Warm-Up Stage

الترحيب أو بداية

المقابلة

First Impression الانطباع الأول

Body Language لغة الجسد

Social Skills مهارات اجتماعية



Questions-and-Answers

السؤال و Asking and Responding
الاستجابة

الاستماع الدقيق Careful Listening

أسئلة شخصية Personal Questions



Close the Interview

Courtesy and Interest المجاملة والاهتمام

Salary Options خيارات الراتب

Interview Notes ملاحظات المقابلة

Following Up After an Interview

ملاحظات المقابلة

متابعة الرسائل Follow-Up Messages

- Thank-You Message
- Message of Inquiry
- Request Time Extension

• رسالة شكر

• رسالة استفسار

• طلب تمديد الوقت



Follow-Up Messages

- Letter of Acceptance
- Letter Declining Job Offer
- Letter of Resignation

• خطاب القبول

• خطاب رفض عرض
العمل

• خطاب الاستقالة



الرجاء الاستماع الى المحاضرة أو قراءة ال notes أسفل السلايدز قبل الامتحان



Thank You