

PRESENTATION AND WRITING SKILLS

lecture No. 10

BY

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MGM223



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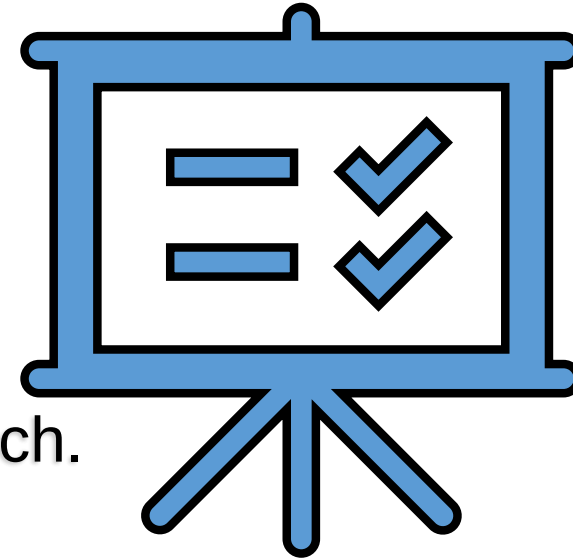
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Applying and Interviewing for Employment

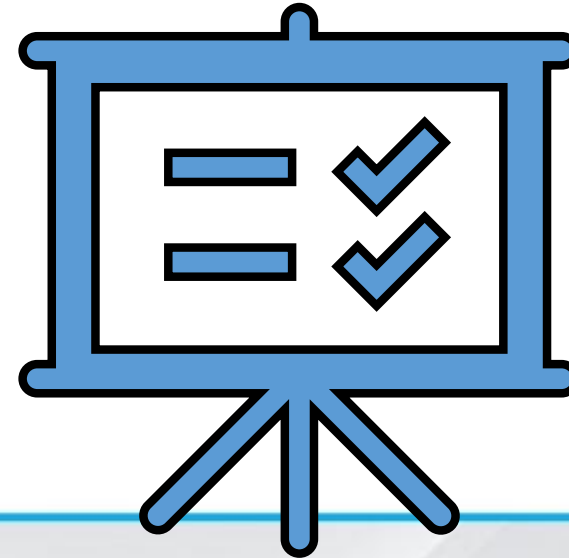
Test your knowledge for the previous lecture

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
2. Understanding the interview process
3. Preparing for a job interview
4. Interviewing for success
5. Following up after an interview



Submitting Your Résumé

Application Letters

Solicited

Unsolicited

What You Are Sending

Why You Are Sending It

Benefits of Reading It



Application Letters

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

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

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.

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

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

Solicited application letter

(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

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.

Application Letter Tips

- Clearly 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

Using the AIDA Plan



- Attention
- Interest
- Desire
- Action

Résumé Follow-Up

- **Communication**
- **Professionalism**
- **Employer Instructions**
- **Closing Date**



Follow-Up Questions

- Has a decision been made?
- Can you tell me what will happen next?
- What is the company's time frame?
- Could I follow-up in another week?
- Can I provide additional information?



Understanding the Interview Process

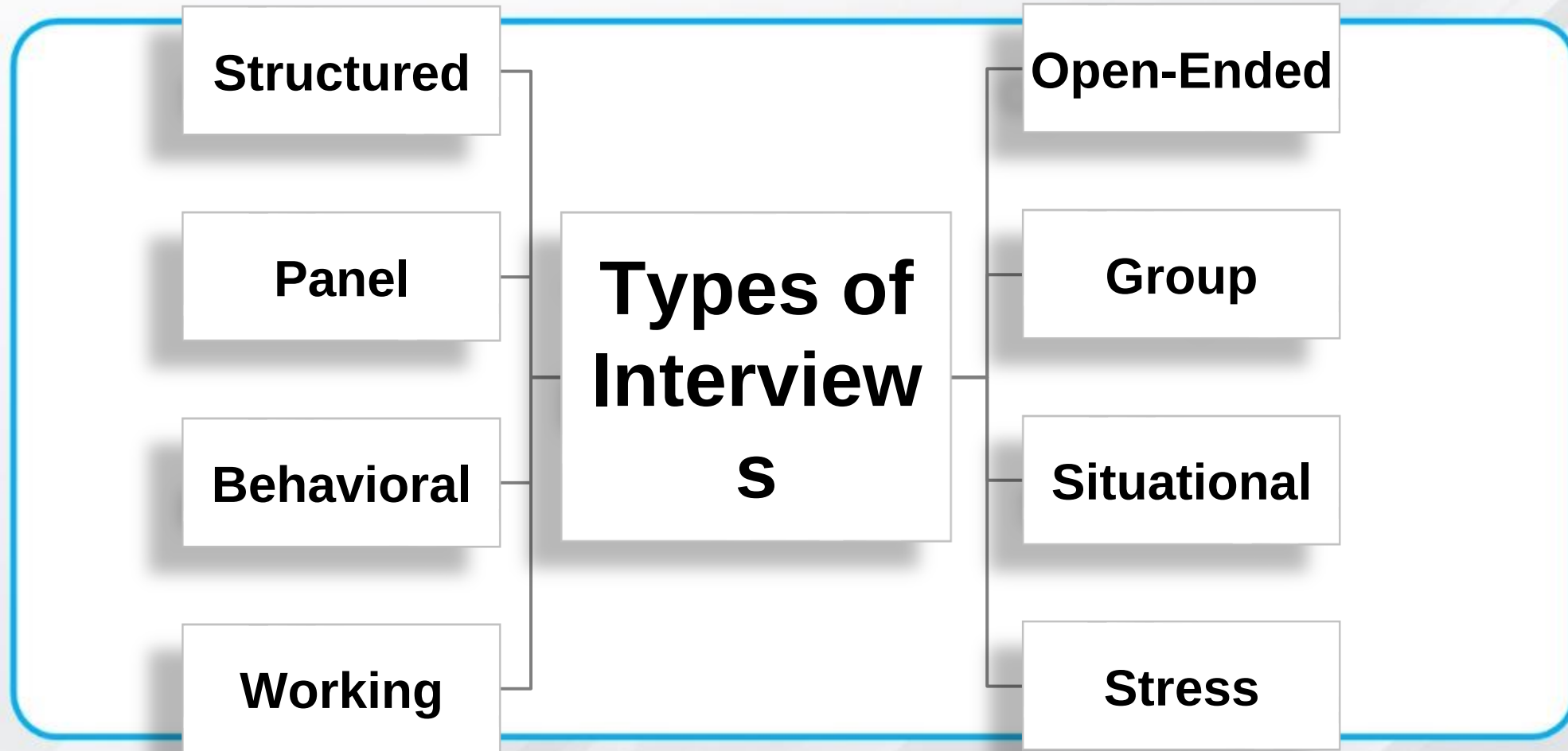
Interview Sequence



Screening

Selection

Final Stage



Interview Media



- Telephone
- Email and IM
- Video Technology
- Online Options

What Employers Seek

Suitability

Education

Experience

Job-Related Traits

Organization Fit

Background

Attitudes

Personal Style

Preemployment Tests

Integrity

**Knowledge
and Skills**

Personality

**Substance
Abuse**

Cognition

Background

Preparing for a Job Interview

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

Build Your Confidence



Weaknesses

Strengths

التوجس أو الخوف

Apprehension

Professional Image



- **Clothing**
- **Grooming**
- **Behavior**

Interviewing for Success

The Warm-Up Stage



**First
Impression**

**Body
Language**

**Social
Skills**

Questions-and-Answers



**Asking and
Responding**

**Careful
Listening**

**Personal
Questions**

Close the Interview



**Courtesy
and Interest
Salary
Options
Interview
Notes**

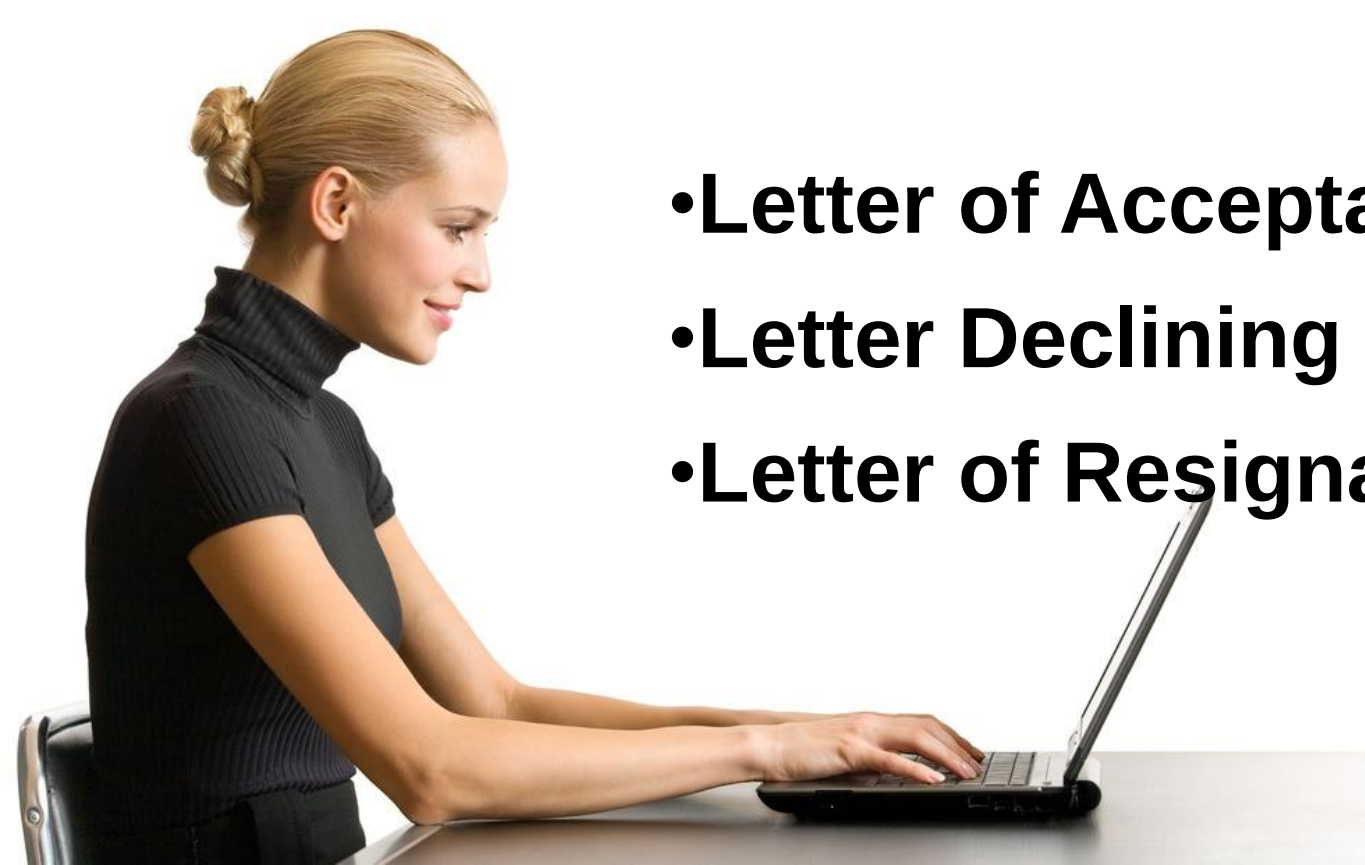
Following Up After an Interview

Follow-Up Messages



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

Follow-Up Messages



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



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Thank You

