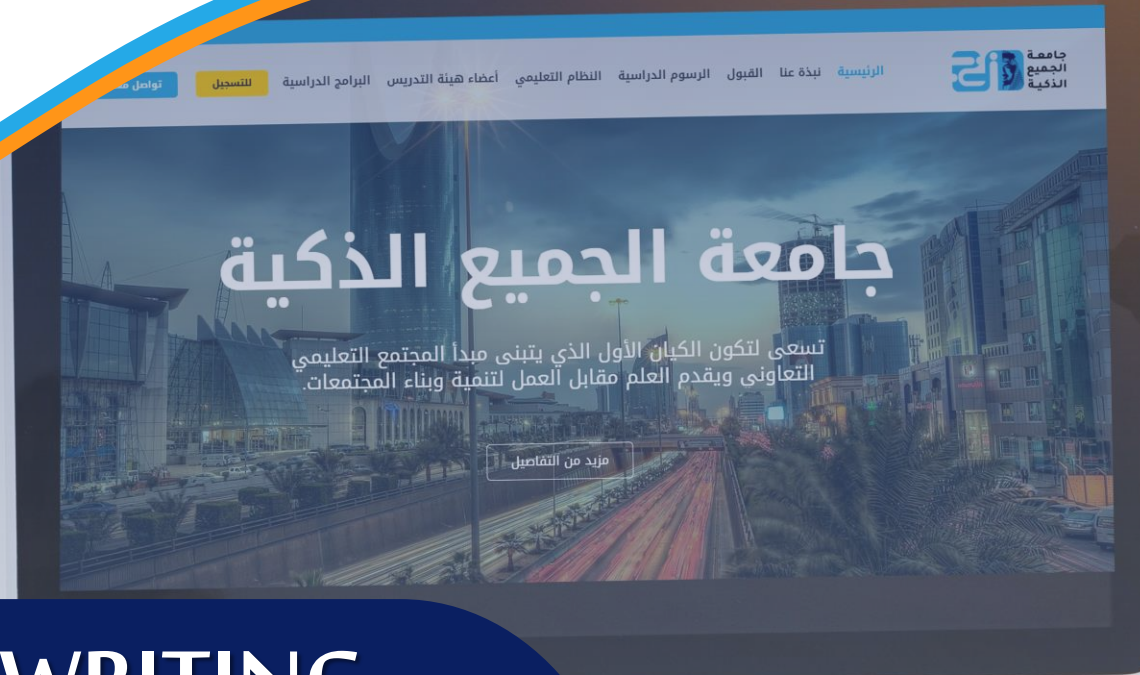




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# PRESENTATION AND WRITING SKILLS

lecture No. 10

BY **Dr. Manal El-Sayed**

MGM223



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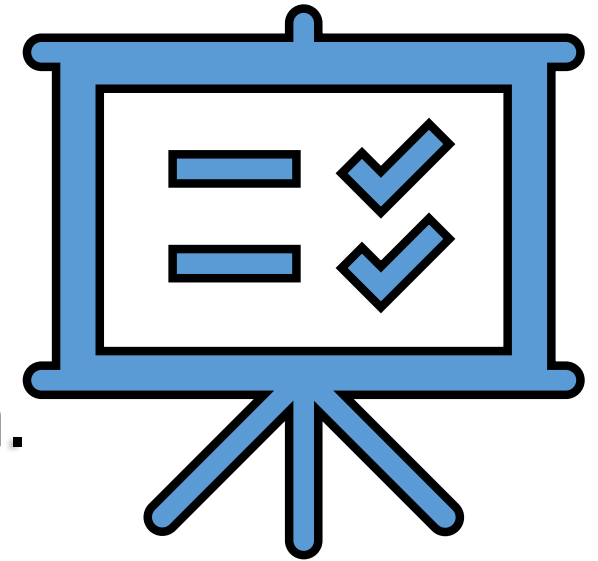
lecture No. 10

# Applying and Interviewing for Employment

## Lecture 10

# Test your knowledge for the previous lecture

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



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



## Lecture 10

# Submitting Your Résumé



# Application Letters

**Solicited**

**Unsolicited**

**What You Are Sending**

**Why You Are Sending It**

**Benefits of Reading It**



## Lecture 10

# Application Letters

|               |          |                              |            |        |                       |
|---------------|----------|------------------------------|------------|--------|-----------------------|
| Position      |          | Supply Chain Pricing Analyst |            |        | <a href="#">Apply</a> |
| 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.



## Lecture 10

# 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.



## 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.



## Lecture 10

# 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



## Lecture 10

# Using the AIDA Plan



- Attention
- Interest
- Desire
- Action



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



- 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?



## Lecture 10

# Understanding the Interview Process



## Lecture 10

# Interview Sequence

**Screening**

**Selection**

**Final Stage**



**Structured**

**Panel**

**Behavioral**

**Working**

## **Types of Interviews**

**Open-Ended**

**Group**

**Situational**

**Stress**





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

# What Employers Seek

### Suitability

Education

Experience

Job-Related Traits

### Organization Fit

Background

Attitudes

Personal Style

## Lecture 10

# Preemployment Tests

**Integrity**

**Knowledge  
and Skills**

**Personality**

**Substance  
Abuse**

**Cognition**

**Background**



## Lecture 10

# Preparing for a Job Interview

- 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





**Weaknesses**

**Strengths**

التوجس أو الخوف

**Apprehension**

# Professional Image



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

## Lecture 10

# Interviewing for Success



## Lecture 10

# The Warm-Up Stage



**First  
Impression**

**Body  
Language**

**Social  
Skills**



## Lecture 10

# Questions-and-Answers



**Asking and  
Responding**

**Careful  
Listening**

**Personal  
Questions**



## Lecture 10

# Close the Interview



**Courtesy  
and Interest**

**Salary  
Options**

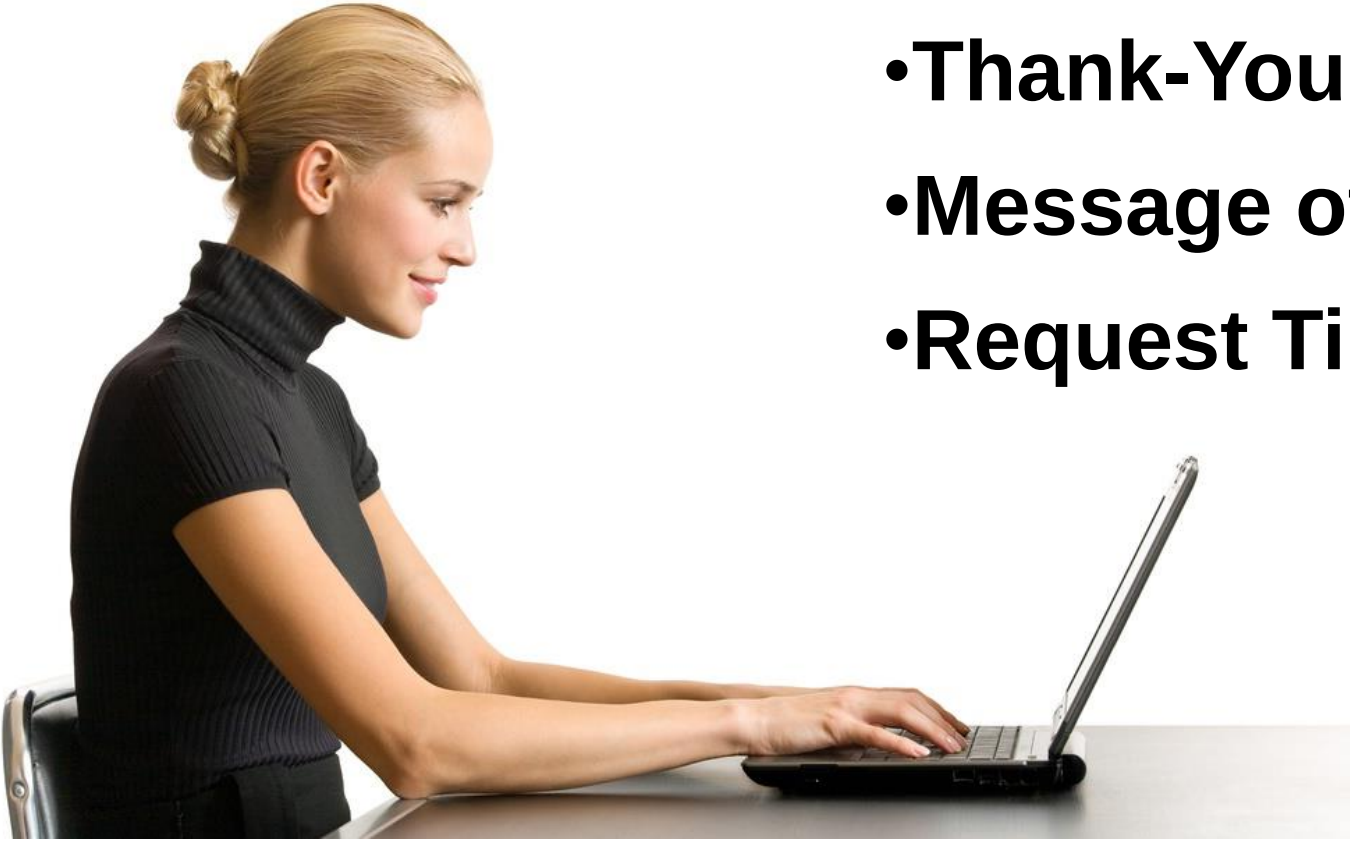
**Interview  
Notes**



## Lecture 10

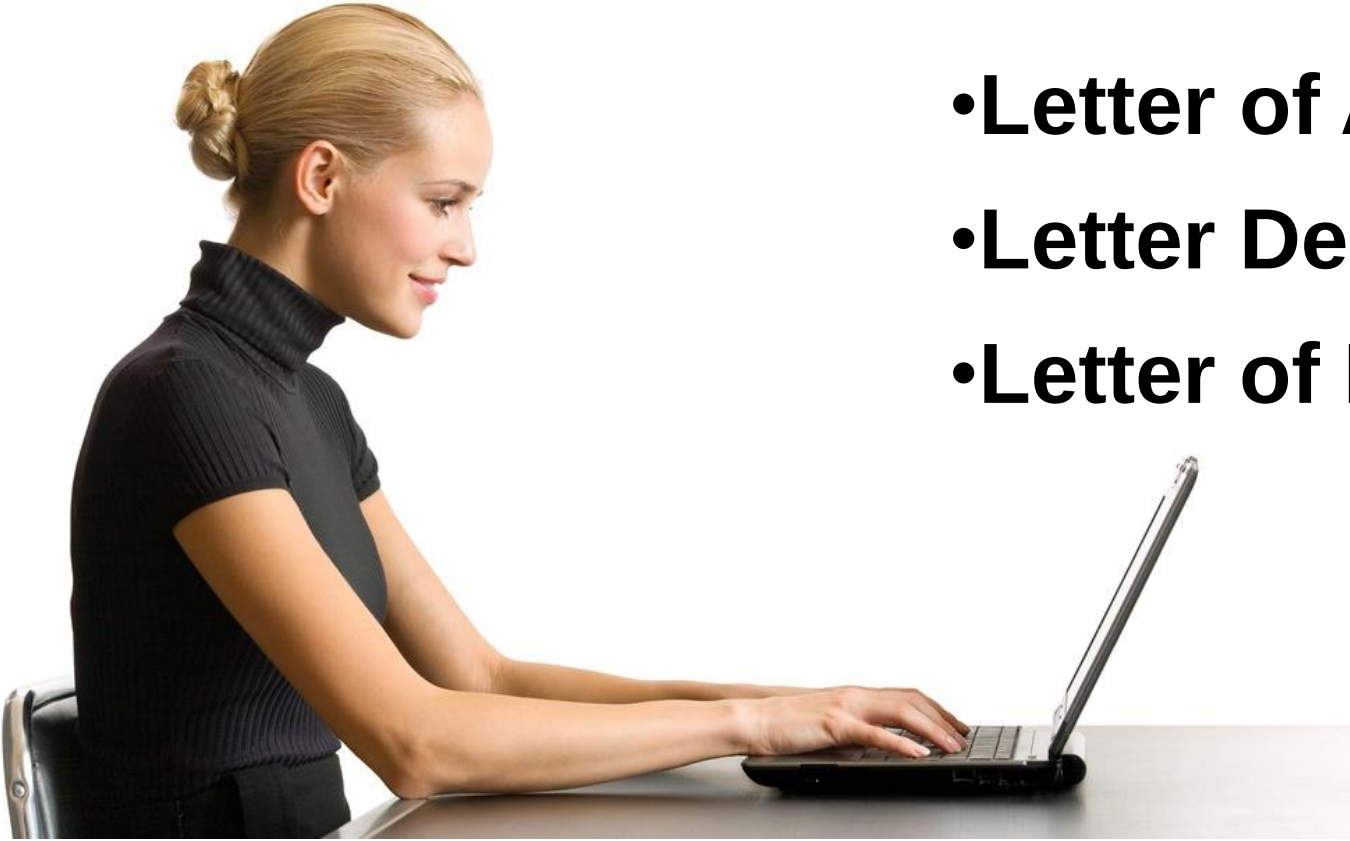
# Following Up After an Interview





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





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





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