

You Got the Business!

Nothing sounds sweeter to your ears than the news: “You got the business!” So how do you reverse engineer the process of securing new work so to ensure that you wind up being selected?

At some point in the process you’ll be communicating over the phone, via the web, or possibly in person with an individual or committee who determines whether you qualify. Having the technical skills or knowledge is only one the pre-requisite for moving forward. Be aware that the gatekeepers are considering whether you “fit” into the climate or culture of the organization, whether you have the “right” personality.

Here’s where you need to raise your AlikeAbility™ quotient, that quality of identifying and matching the other people’s styles. You can have an advantage if you can figure out the company’s and interviewer’s style by reviewing their website, promotional materials, and social media presence.

Here are some general tips to use.

- For those organizations that are “by the book”, be sure to arrive at least 15 minutes early. Wear conservative clothes and speak in full sentences.
- Companies that have a “fun” atmosphere appreciate a prospective employee that can go with the flow and be competitive. Be cool and dress to impress.
- The business that puts causes first prefers its workers to be team players. Ask personal questions and be prepared to talk about you and your family before getting down to the task.
- An enterprise that resembles a think tank expects you to be logical and learned. Being able to grasp the big picture and ask pointed questions puts you in their good graces.

Being able to identify and match the interviewer’s personality style will enable you to rank high in consideration. Bring out your AlikeAbility™ and you’ll be rewarded with new business.

