

A photograph of two people shaking hands over a wooden desk. In the background, there are two laptops and a smartphone. The image is overlaid with a semi-transparent grey filter and a yellow border. The title text is centered in white, bold, uppercase letters.

COMMUNICATING AFTER THE INTERVIEW



by Kristine Knutter

THANK
YOU



FOLLOWING POST-INTERVIEW ETIQUETTE NORMS

- Thank your interviewers for their time with a note or email immediately afterwards
- If the interview was organized by a recruiter or HR Manager, reach out to them after the interview to get and share feedback
- If you haven't heard from your interviewer within a week, send an email to check in and reaffirm your interest in the position
- Don't talk about your interview on social media

REFLECTING ON THE INTERVIEW

- Answer the questions “What went well?” and “What could have gone better?”
- Brainstorm and write down what you will do differently in any future interviews
- Write down all the questions you answered in the interview

ACCEPTING A JOB OFFER

- Before you accept, ask for some time to consider the offer
- Look at the compensation package and answer, “Is it what I want and deserve?”
- Revisit what you want with regards to salary, vacation time, or other factors
- If the offer meets your expectations, accept it
- Notify your professional network you have accepted a position and thank them
- Celebrate your success!



NEGOTIATING A JOB OFFER

- Ask for what you want in negotiations
- Be reasonable and polite with every request and response
- Avoid showing shock, disbelief, or disappointment
- Ask questions to understand the situation

ASKING FOR MORE

- If the offer is unacceptable to you, decide what parts are inadequate
- Ask for those things, all at once, indicating what is most important



Contract

The objectives will be based on how you gain sales by acquiring and keeping customers. A marketing strategy helps on making good messages with the right twist of marketing approaches in order to have a good outcome of your sales and marketing activities. It is a process to allow an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target. Marketing strategy's goal is to increase sales and achieve advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives. Putting your strategy into action is how your marketing plan should work. Marketing budgets will be set, at the same time it will also show you how you're going to work with your targets, it maybe through networking advertising etc.

Having the perfect timing with your activities to fit your customers buying cycles will help you saving money and maximizing sales. The marketing plan should be innovative. It should have the details on how your sales are followed up and the activities you're going to develop your offers. Branding is defined as the process of coming up or making a unique name or design for a certain product. Your brand tells your customers who they can have or you to have a major advantage in gaining a larger increase in your market competition. Are you innovative or are you the experienced type? Do you offer a high-cost, high-quality product, or a low-cost, high-value products? It's impossible to be both. You should consider on thinking what your customers need you to be. Your logo is them main foundation of your brand. All the promotional materials should be connected with your logo to communicate with your customers. Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy is.

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(E) Putting your strategy into action is how your marketing plan should work. Marketing budgets will be set, at the same time it will also show you how you're going to work with your targets, it maybe through networking advertising etc. Having the perfect timing with your activities to fit your customers buying cycles will help you saving money and maximizing sales. The marketing plan should be innovative. It should have the details on how your sales are followed up and the activities you're going to develop your offers.

(F) Improvement should be measured regularly and assessed in order for you to know what's beneficial and what is not. This will help you set new targets.

(G) Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy is. Advertising, visual communication and distribution channels are parts of brand strategy.

Signature 1

PREPARING FOR A NEGOTIATION

- Preparation is key for negotiation
- Do some research on an employer review site or ask your professional network
- Get a customized salary estimate from www.salary.com
- Gauge the competitiveness of the offer with new information
- Asking for 10% more than the initial offer is reasonable

COMMUNICATING THROUGHOUT A NEGOTIATION

- If possible, negotiate in person
- As an alternative, speak over the phone or on a video call but avoid email
- Convey your excitement about the opportunity and continue to be friendly



Malhotra, Deepak. "How to Negotiate Your Job Offer - Prof. Deepak Malhotra (Harvard Business School)." YouTube. November 20, 2012. Accessed January 18, 2019.
https://www.youtube.com/watch?v=km2Hd_xgo9Q&w=640&h=360.



OTHER NEGOTIATION CONSIDERATIONS

- When you negotiate, do it respectfully
- When you ask for something, explain why you think you deserve it
- Don't ask for things they can't give you
- Focus on the entire deal; be flexible about the individual components
- Give the company many ways to compensate you
- Convince the employer you're entering the negotiation in good faith

OTHER NEGOTIATION CONSIDERATIONS

- No doesn't always mean no
- Dealing with Deadlines: You may ask to get more time
- Identify difficult questions the employer could ask and prepare responses
- Address the motivation for a difficult question
- If you're asked a yes/no question, pick the one you know they want to hear and then explain any conditions
- Avoid making ultimatums or insinuating one



EMPLOYER FEEDBACK AFTER A FAILED INTERVIEW

- A candidate may sue them depending on the reason they give
- Some employers refuse to respond to applicants who seek feedback
- Some employers only give neutral responses



GETTING FEEDBACK AFTER AN INTERVIEW

You're more likely to receive feedback after an interview if:

- You ask for it!
- You ask for it in the right way
- You interviewed for an internal job opening
- You interviewed for an internship



HOW TO ASK FOR INTERVIEW FEEDBACK

You can ask for it over the phone or by email. You're more likely to get it if you:

- Act courteous
- Explain your motivation
- Respect the person's time
- Reassure the person you respect their decision

SAMPLE FEEDBACK REQUEST: PHONE

I appreciate you taking the time to call me with your decision. I'm always looking for opportunities to learn and grow, and I want to be a stronger candidate should future opportunities open up at your company. Would you be willing to share some feedback about my interview performance and any advice you may have? I don't want to put you on the spot, so perhaps we could arrange a call at a time that is convenient for you. Please rest assured that I respect your decision, and I'm only seeking feedback to better myself.

SAMPLE FEEDBACK REQUEST: EMAIL

Thank you for your email and kind words, and congratulations on finding a great candidate for the job opening. It was a pleasure meeting with your team and learning more about your company. It reaffirmed my interest in working with you in the future, and if there's anything I can do to improve my interview performance or overall candidacy, I'd value your thoughts.

SAMPLE RESPONSE TO FEEDBACK

“Thank you for taking the time to share your feedback and advice with me. I truly appreciate it, and I intend to implement your advice. Should there be a more suitable opportunity, I hope you will keep me in mind.”

No one can make you feel inferior without your consent

-Eleanor Roosevelt, Former Diplomat & First Lady