# Video: Successful Interviewing: The 5 “Be’s”

# Transcript

So how do you make a good impression? It comes down to the 5 “be’s.”

1. Be Prepared. Study the job description and know the expectations of the position. Research the company – know their products and services, mission and goals, and culture. Know what information you want to share about *yourself*, know the topics you might be asked about in the interview, and be comfortable answering the standard types of interview questions using this information. Prepare *your* questions for *them*. Find the interview location ahead of time. Bring your materials – copies of your resume, a pen and paper, the questions you want to ask, a professional folder or binder, and anything else you were asked to bring.

2. Be Professional. Make sure your dress and overall appearance are professional and appropriate for the job you’re interviewing for – which usually means up a level or two from what you would be expected to wear if hired, and of course, practice good personal hygiene. Show up on time… not even one minute late! Treat *everyone* you encounter, from the receptionist to the custodian, as if they were the interviewer. Turn your phone OFF. If you have to wait, make conversation instead. Greet everyone with a firm, confident handshake.

3. Be Friendly. *Smile*… a lot! (This may be one of the most frequently overlooked tricks to a successful interview.) You can take the interview process and the questions seriously while still being yourself. The employer wants to get to know you… and determine if you’re someone they want to spend 40+ hours a week with! Be relaxed, comfortable, and confident.

4. Be Engaged. Maintain good eye contact with each person in the room. Pay careful attention to everything that is being said, and convey interest through your body language and other non-verbal cues. Ask questions!

5. Be Gracious. Genuinely appreciate the time and effort the interviewers have invested in considering you for this job, and thank them – several times! Collect business cards or contact information during the interview and send a thank you note – or email, or LinkedIn message, immediately afterwards.