BEYOND INTERVIEWS
CLOSING THE DEAL

Lori Stanley and **Hilari Weinstein**

Co-Authors of Selection Success!

Keys to More Effective Q & A Sessions

By Hilari Weinstein

High Impact Communication

Your Q & A Session <u>Should Demonstrate</u>

- ✓ Confidence
- ✓ Competence
- ✓ Credibility
- ✓ Care
- ✓ Connection
- ✓ Conversational
- ✓ Chemistry (Team)

“People will forget what you said,
People will forget what you did,
People will never forget
how you made them feel.”

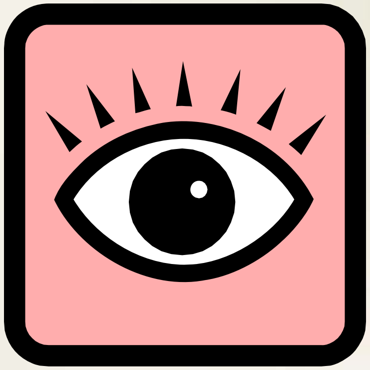
Maya Angelou

3 Ways Your Selection Panel <u>Receives Information</u>

- What is seen
- What is heard
- What is felt, sensed or perceived

Enhance What the Panel Sees

- Maintain good posture
- Be attentive to whoever is speaking
- Begin and conclude your response to the person who asked the question



Enhance What the Panel Hears

- Hear the question fully, then pause before responding
- Be succinct
- Use brief examples or stories to illustrate your point

Enhance What the Panel Hears

If it is a complex or multiple part question it is okay to:

- Ask them to break up the question and answer each part individually
- Answer the part you are most comfortable with first, then go back to another part, so long as you let them know

Enhance What the Panel Hears

If you don’t understand the question:

- Ask them to repeat the question
- Ask for clarification
- Paraphrase the question at the beginning of your answer
- Conclude by asking if that answered their question

Enhance What the Panel Hears

- Rehearse Q & A, Rehearse, Rehearse

  Rehearsing Q & A = Greater Comfort and Confidence

- Keep a master list of questions by client

- Have company preferred responses

Enhance What the Panel Feels

- Smile
- The PM should field the questions and hand them off when appropriate
- Don't have one person try to answer every questions
- Avoid piling on
- Be friendly, not defensive

Integrating these ideas will increase your Selection Success!

Debrief Do’s and Don’ts

By Lori Stanley

Selection Solutions Consulting

Why Debrief?

- It’s frustrating to work so hard and not get selected.
- It can be tough to figure out what went wrong and how you can improve.
- Debriefing is a useful tool to get valuable information.
- It also shows that you are serious about working with that owner.

Debrief Tips

- **DO** Ask for a debrief whether you are selected or not.
- **DON'T** Ask for a debriefing after every selection process.

- **DO** Call the client and ask for an appointment to discuss selection process.
- **DON'T** Just drop in and ask for "a couple of minutes".

Debrief Tips

- **DO** Try to schedule a debrief as soon as possible.
- **DON'T** Wait too long to ask for a debrief.

- **DO** Bring a maximum of three people (Principal, Project Manager, Marketing Coordinator)
- **DON'T** Bring too many people, it can make the Owner uncomfortable.

Debrief Tips

- **DO** Encourage the Owner to be candid and brutally honest.
- **DON'T** Expect to only get positive comments.

- **DO** Assume that the Owner knows what they are talking about.
- **DON'T** Get defensive or try to justify your presentation.

More Do’s

- Target questions to get useful feedback:
  - Three words describe impression of team?
  - What could we have done differently?
  - What did we do right?
  - What had the greatest impact?
- Be pleasant, smile!

And Finally, Do…

- Thank the Owner for taking the time to meet with you. They are busy people and these are not comfortable meetings to have.
- Let the Owner know that:
  - You appreciate the opportunity to interview
  - You are truly interested in working with them
  - You look forward to the chance to interview again in the future.
- Make the recommended changes!

Questions?

Contact Information

Lori Stanley, Principal
Selection Solutions Consulting
(623) 551-3858
www.selectionsolutionsgroup.com
lori@selectionsolutionsgroup.com

Hilari Weinstein, Principal
High Impact Communication
(602) 795-5400
www.highimpactcommunication.com
hilari@highimpactcommunication.com