Introduction

A. Overview

When it comes to successful interviews, it is difficult to predict what qualities the manager of a company is searching for in a potential employee. In fact, Paul Ray Jr., the President of Paul Ray Berendtson, which is the fifth largest executive search firm in the United states says, "In this competitive market-place, organizations have gotten more specific about the qualities they want their employees to have" (Alderman). Applicants cannot simply go to an interview free of stress and one hundred percent confident in presenting themselves to an employer. Through Chet's Mad Hatter's training program, senior college students around the Midwest will be enlightened with the knowledge and confidence necessary to be successful in an interview. In the content of this overview, we will provide information about the benefits of our interview training, market potential, cliental possibilities, selling strategies, training objectives, as well as an outline of our program.

In the competitive market today, the specific qualities employers are looking for may be overpowered or hidden by the interviewee’s apparent nervousness. Our program is aimed at reducing anxiety and tension, preparing students for interviews, and how to project confidence in order to leave a lasting impression on employers, ensuring them a job.
A typical interview lasts about twenty to thirty-five minutes (Galassi). Within that short time span, could you say you made your best impression and were fully prepared? Did you know that "relatively early in the interview, the interviewer tends to make a decision to hire or request a follow up interview," simply by just a first impression (Galassi). Something as simple as a handshake or maintaining eye contact may be rewarding for the interviewee. First impressions truly mean a lot and we will teach our clients how to impress an employer to the extent that they will have the job within their grasp.

**Market Potential**

**A. Potential Clients**

The fact that an interview is a difficult process on so many levels will not soon diminish. For that simple reason, we believe interest in our training program will continually expand. Our clients will be sublimely interested in training for this complex, intimidating task also known as an interview. Ultimately, a lasting impression on employers is crucial in order to ensure our clients obtain the job or career they desire.

In fact, research shows that “a variety of subjective factors influence interviewers,” these factors include but are not limited to the interviewer's initial impression of the candidate, interpersonal skills, nonverbal behaviors, etc (Galassi).

Chet’s Mad Hatters interview training program will work with colleges around the Midwest so that we may train their students. The interviewees will be college graduates between the ages of nineteen to twenty-five. We will work with these graduates teaching them proper attire, expectations of questions they will be asked, effective non-verbals, etc. It is apparent that with a strong client base we will be successful in our endeavor to make the interviewing process enjoyable rather than a daunting task.

**B. Selling Strategy**

MC Consultant’s selling strategy is simple— the interview-training program provided by Chet’s Mad Hatters is designed to give our trainees the knowledge they need to be successful in the interviewing process. We have done extensive research and have put that research into a very well organized program better than our
competition. We have done surveys to see the needs our target audience. We have broken down the needs of our possible trainees into four categories. These are what seniors want and should gain the most from our program. Our program evolves around the idea of a process known as the “Four P’s of interviewing.

- The first P that our program is going to focus on is the Preparation. Did you know that only half of the Monmouth College seniors would feel comfortable sitting in an interview at this moment. That is nearly 180 students at our college. Our target is market is going to be other similar colleges around the Midwest where we could come in and do our program. There is a need around the campus and other campuses to help students prepare for their interview. This first step includes research, reviewing sample questions, and different techniques prior to entering the interview. There is a need among college students to want to gain knowledge that will help them prior to entering their first interview. This comfort level will increase confidence and make the interview process much smoother.

- The second P of our program is practice. One can practice in front of a mirror, but it is a lot different when one is in a live interview. They might tense up or may stumble on some of the questions during the interview. Mad Hatters will not only prepare our clients with possible interview questions, but they will be placed into mock interviews. These will be performed by professionals from contacts the Mad Hatters have acquired. Key areas trainees will learn in this phase are nonverbal communication, support points, and the ability to respond with confidence to the answers from the employee. The practice provided in the mock interviews allow our trainees to receive first-hand experience in which we will be able to provide individual feedback.

- The third P of our program is personal presentation. This part of the program will include how to dressing appropriately for interview, handshakes, smiling, and maintaining good eye contact. We will provide the proper etiquette standard thus enriching our trainee’s appearance. It is important to realize that the first thing an employer sees in ones appearance.

- The last P of our program is pertinent questions. We will help our employees come up with appropriate and tough questions to ask employers after the
interview is complete. Nothing is worse than not asking any questions after the interview has been completed. We want those people who are conducting the interview to realize that our trainees have done the research and preparation before walking into the door. **Being able to end the interview with the correct questions could put your resume inline for a follow-up interview.**

Chet’s Mad Hatters has also designed some useful tools to be used in MC Consulting’s selling strategy. First, our main target is going to be smaller liberal arts schools in the Midwest. These schools would be a part of the Illinois Small College Placement Association. With great success in these schools, we can then expand to other schools in the Midwest. Our goal is to increase the ratio of college seniors that get jobs within the first year after they graduate. We will offer a sales pitch that will sell our prepackaged, hands free program. **If we can show physical data that our program has increase senior placement, those colleges are going to want us to come back and continue to provide our program.**

We will also be targeting those who might attend community colleges or whose school will not pay for the program. We can find these people and provide a program to these individuals in a half-day conference at a hotel. We will be sending out flyers and brochures to seniors whose schools do not want our program so they can individually choose to gain the knowledge that we can provide to them.

In addition, the Mad Hatters has designed a guarantee for success addition to our program. **If the trainee that has completed our program needs advice or has questions after our program, they will be able to contact the Mad Hatters with personal questions within two years of the program.** We will keep those who have completed our program on file for two years and allow them to seek more knowledge if needed for special circumstances. We will also be sending out surveys to everyone who has completed our program and encourage them to give us their feedback.

In addition, the Mad Hatters are interested in adding a link to MC Consulting’s website that will promote and explain our interviewing program. This website will be user friendly and provide simply registration for colleges and individuals for our program. It will preview the program and allow our clients to see the successes of our program and senior placement. There will also be personal
testimony and success page that will highlight trainee’s successes and accomplishments.

Finally, the Mad Hatters will place ads in magazines read by members of our target audience. Suggestions include Maxim, Cosmo, Teen People, and Stuff. The ads will increase awareness about our product and will reach our college senior trainees. There will be a quote to grab attention followed by a brief overview of our program. It will also contain a link to the website that trainees can go to see when our program will be in their city. By placing ads in monthly and weekly publications, there is a greater chance that the ad will be seen by more people since the magazines circulate for such a long period. The repetition of exposure to the ad will cause familiarity with our product and our agency.

Training Objectives

A. Objective / Goals

Our objectives were written for the target audience because they are the people interviewing for the jobs. Our target audience is mainly college a senior preparing for life after college and our message is presented in a way that is simple for them to understand. However, the audience is not limited to them, our objectives are simple and easy to execute, so anyone looking for a job can use these and be successful. We want the customers to be able to easily remember the tips and tricks we have to offer as to how to make the best impression possible on the interview. We know how hard it can be to prepare for an interview, but our consultants make it easy.

- By the end of our training session, the trainees will be prepared to walk into an interview, knowing not only what to expect, but also what to wear and how to speak and act. They will look and act presentable to the employee that will bring out his or her best qualities.

- By the end of our training session, the trainees will have the experience necessary to land them the job. They will go through at least three mock interviews, provided during the training session, which will give the trainee the necessary practice before a real interview.
• Our trainees will be confident in how they act, talk, and dress. They will feel calm and qualified for each interview that they attend. They will be ready to face each interview and will be trained on how to bring out the best in their personalities.

• Our trainees will be able to identify the most frequently asked questions and have prior knowledge (through our program) how to provide accurate answers to these questions. Questions such as where do you see yourself in 5 years or Why are you qualitative for this job or What makes you the best candidate for this job?

• Our trainees will be able to respond appropriately to the question, “Do you have any questions?”. They will be able to say yes and ask them appropriate questions because of the research they will have done before the interview about the company. They will ask questions about the company and show the interviewer that they have some prior knowledge about this company.

• Our trainees will know the importance of smiling, a firm handshake (only if offered to them first), and appropriate hand gestures (keep them small and simple—but do not sit there unmoving). However, our trainees will also know not to fidget, tug at their outfit, play with their hair, etc during the interview.

• Our trainees will know that after each interview they should email, send a card or a call to the interviewer and thank them for taking the time to meet with them. Our trainees will always follow up on an interview; they will be persistent but polite.

**Program Outline**

The teambuilding program designed by Mad Hatters Consulting will be flexible enough to be performed on-site at the client’s business location on or off campus. The program is designed to take place over a four-hour period, not including an hour break for lunch. Mad Hatter’s research and experience show that many new interviewers that have undergone company-training programs were surveyed and commented that these programs were long enough and were given sufficient amount of information to prepare them before an interview. Therefore,
the trainees were willing to learn and absorb interviewing etiquette at find that the
client will find the program to be most valuable if it is separated into two-hour parts
with a break for lunch. The program is designed to take place in the morning
through to the afternoon with a wrap-party to celebrate the group’s
accomplishments. A tentative schedule, which is highly adaptable to the client’s
needs, follows:

10:00 AM- Introduce the goals for our clients to obtain by the end of the training
program.
  • Ice Breaker Game: Toilet paper go-around
  • Question: if you were sell yourself to the interviewer-what would you
describe yourself as right now, before the training session?
10:30 am- The 4 P’s
10:50 am- Appearance, Making good first impressions
  • What to wear and not to wear
  • Gaining confidence
11:15 am- Resumes/cover letters
  • How to put together a well organized resume/cover letter
  • Where to start sending them out to
  • How to make your resume stand out
12:00 pm-1:00 pm Lunch Break
1:00 pm- Questions asked and illegal questions
  • What questions to look for when entering an interview
  • Do’s and Don’ts
  • What are illegal questions
  • How to respond with intelligence and personality
1:30 pm- Questions you should ask
1:45 pm- Mock Interviews: each client will get the opportunity to work one-on-one
with each of the trainees and do a mock interview with a full review of the client’s
strength and weaknesses at the end.
2:00 pm- Where to Job hunt
• Posting resumes on good online sources
• Going to Job fairs

2:15 pm- second mock interview

2:30-3:00 pm- Wrap-Party to celebrate accomplishments
Bibliography


Peterson, Thad. “The 4 P’s of Interviewing” www.monster.com


www.collegegrad.com/intv “Don’t Commit One of the Worst Interview Sins”

www.careerbuilder.com