

Building Interviewer Rapport

This playbook offers a structured approach to creating a positive connection with an interviewer. The steps are designed to help interviewees leave a lasting and favorable impression during their interview process.

Step 1: **Preparation**

Research the company and interviewer, if possible. Gather information on the company's culture, values, and recent news. Understand the interviewer's role within the company and, if available, learn about their professional background and interests.

Step 2: **First Impressions**

Dress appropriately for the company's culture, arrive on time, and offer a friendly greeting with eye contact and a firm handshake. Express gratitude for the opportunity to interview.

Step 3: **Active Listening**

Show attentiveness by nodding, maintaining eye contact, and responding thoughtfully to the interviewer's questions and comments. Avoid interrupting and ensure you understand the questions before answering.

Step 4: **Personal Connection**

Seize opportunities to relate personal experiences and interests with the job, company, or interviewer's background, to create a memorable narrative and build a human connection.

Step 5: **Body Language**

Be mindful of your body language. Sit up straight, use open gestures, and project confidence to positively influence how you are perceived.

Step 6: **Express Enthusiasm**

Convey genuine interest in the role and the company. Share specific reasons why you're excited about the opportunity and how your skills and experience align with the company's goals.

Step 7: **Closing Strong**

As the interview concludes, reiterate your interest in the position and thank the interviewer for their time. Ask about next steps in the process to show your eagerness to move forward.

Step 8: **Follow-Up**

Send a personalized thank-you note or email within 24 hours of the interview, highlighting a key point from the conversation and restating your interest in the role.

General Notes

Cultural Fit

Ensure that your tactics for rapport-building align with the company's culture. Overly casual language or demeanor may not be suitable for all company environments.

Authenticity

While employing these tactics, strive to remain genuine. Authenticity usually resonates more than scripted or rehearsed behaviors.

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