



# Interview Success

## Using Examples and Stories to Market Skills and Show Fit

When people talk about interviews, you always here the phrase, “You have to market yourself” or “You have to sell yourself”. What does that really mean?! Some individuals incorrectly feel that means using as many general skill “buzz words” as possible. Answers such as, “I am a motivated, self-starter with excellent communication skills who is a leader and team player,” seem to sound good, but in reality, aren’t very effective without anything to back them up. The interviewer’s first thought will often be, “how do I know you are any of these skills.” Thus, strong interview answers are more than just simple replies; they are the examples and stories that support and explain your response.

### How do I get started preparing these stories and examples?

The first step is to determine what skills are desired by the employer you are interviewing with. You can usually figure this out through the job description, or by researching the company. Always try to match yourself to the position or organization. Once you have the skills, list them in the chart below. Now write down one or two examples or stories that clearly show how you exhibited that particular skill. The more examples and stories you have, the more you will have to draw from when answering questions.

<u>SKILL</u>	<u>STORY/EXAMPLE</u>
<u>SKILL</u>	<u>STORY/EXAMPLE</u>
<u>SKILL</u>	<u>STORY/EXAMPLE</u>
<u>SKILL</u>	<u>STORY/EXAMPLE</u>
<u>SKILL</u>	<u>STORY/EXAMPLE</u>

USCA CAREER SERVICES



### Office of Career Services Office

Penland Building, Room 107 ~ Phone: (803) 641-3440 ~ Fax: (803) 641-3652

<http://www.usca.sc.edu/careers>

USC Aiken provides affirmative action and adheres to the principle of equal educational and employment opportunity without regard to race, color, religion, sex, creed, national origin, age, disability or veteran status. This policy extends to all programs and activities supported by the university. Any person who feels they qualify for special accommodations due to a physical, learning, or psychological disability should contact the Office of Disability Services at (803) 641-3626 for a free confidential interview.