Hello. My name is Nathan and I’m. My name is Ashley Daniels and I am majoring in Marketing at the Walton College at the University of Arkansas. Today we wanted to talk about how to act on an interview. We will be discussing various topics ranging from how to dress to manners. We want to enable you to give the best you can on an interview. Interviews can be nerve racking and by listening to our pod cast, we will try to give you a better understanding as of what the interviewer expects to see on an interview so hopefully you will be more confident. Ever wonder how some people can nail an interview and other blow it? Well the answer can be found in the way they present themselves. This can be called the Professional Package. The Professional Package is everything you will need to achieve a great interview. Some things to know prior to an interview are to know the look the job will expect to see. This is a common mistake for both men and women. Failure to do so may result in a bad interview. Another thing to remember is how you should never follow the trends. For most women, the idea of dressing for an interview means to look and wear you absolute best attire. It is important to look good but to also maintain a business style. This can be a fatal mistake because most women tend to overdress, where in the business world, conservative is key. Try to avoid the latest trend; they will not impress your interviewer. This rule applies to men as well. Avoid colors other than the standard blue or black. These are just a few rules to keep you in touch with what is commonly expected. Now that we have given you a little bit of information about what to do on an interview, let’s go further. To complete the professional package you should know what to wear, how to conduct yourself, and how to use non verbal communication effectively. Now Ashley is going to talk about the women’s apparel. To complete the professional package you should know what to wear. Let’s start with the breakdown of a perfect outfit for women. Choose your clothes carefully. In the business world, it is very important to be conservative; therefore a solid conservative suit is your best approach. A lot of the time, women tend to want to show off their fashion trends by wearing what’s hot now. Although it may impress others, it’s best to stick with what will help you land the job, so a conservative suit is best for you. Coordinate your blouse as well. It will be very noticeable if you are not matching. If you are wearing hose, stick with neutral colors. Although it may seem that you wilt stick out more if you wear colorful clothes, consider taking a more moderate approach because that is what works best in the business world. Accessories are just as important. When going on an interview, try not to overdo it on the jewelry. It can be very distracting to the interviewer. Long necklaces are the trend right now but should NOT be worn if you tend to play with your jewelry when you are nervous. Once again, keep in mind that this is an interview not a fashion show. Grooming is just as important. This tells the interviewer a lot about you. A neat professional hairstyle is best. If you tend to play with your hair a lot, wear it up so you don’t distract yourself or the interviewer. Nails should be kept clean and manicured and try not to overdo it on the make-up, it also causes distractions. For Guys, clothing, again, should be pretty basic. A nice solid-colored, button-up shirt and slacks will work; just make sure the colors are neutral or dark. Make sure that everything fits well and isn’t too tight or too loose; tuck in your shirt and show that you have come prepared. The key idea in this is to make sure everything matches and goes well together. One thing to look out for is being too formal, this
could give off a sign of being rigid and stiff. Accessories should be minimal, since they can
distract from you. All you should need are dress shoes and dress socks; a watch or ring is
acceptable. Again, just make sure everything matches with your outfit. There are, however, some
things that should never be worn or seen on interviews. Earrings are seen as unprofessional and
do not win brownie points with employers. Any existing tattoos should be covered up, as this can
give the employer a poor impression. Cologne is discouraged since people are known to be
allergic to some of them. Grooming for men is important. Make sure to take a shower before the
interview, since you won’t be wearing cologne as taking a shower will give you a pleasant scent.
Make sure your hair isn’t too long
and looks neat; make sure facial hair is trimmed as well. To complete the professional package
you should know how to conduct yourself. Manners are very important during an interview.

The way you present yourself during the interview is the way you are going to conduct yourself
at the job. This is very important because this can make you or brake you. Personality is a huge
component in the business world because you are constantly dealing with people. You should
always be punctual for an interview. If you are early or on time you stand a better chance of
getting the job as opposed to if you were late. Before going on an interview, make sure you know
some background about the company that you are trying to obtain a job from. It is common for
questions about the company to arise during the interview so go in the interview prepared to
answer these questions. Make sure to sell yourself during the interview, after all, that’s what an
interview is. Highlight your attributes and give reasons as to why you would be the perfect
candidate for the position. After you have successfully gotten through the interview, thank them
for their time.

Moving on to our final example, to complete the professional package you should know how to
use non-verbal communication effectively. According to jobsearch.com, body language
comprises 55% of the force of any response, whereas the verbal content provides 7%. Theses
numbers show how important non-verbal communication really is. It is very important to be
professional the entire length of the interview. Body
language is a key component in an interview. Posture is important but also be engaged in what
the interviewer is actually saying. Try not to fidget, like playing with jewelry or hair, etc. Eye
contact is also an important component in non-verbal communication. If you look away during
an interview, while listening indicates a lack of interest, whereas if you look away while
speaking, it indicates a lack of confidence. You can see how much little things can have a big
impact on your interview. To utilize eye contact effectively, make eye contact for a few seconds
at a time frequently.

To sum it all up, to complete the Professional Package you should know what to wear, how to
conduct yourself, and how to use non-verbal communication. Your attire is something to be
aware of prior to your interview. Try to stick to a conservative look. Conduct yourself to your
highest potential. Maintain a mannerly fashion throughout the interview. Use non-verbal
communication effectively by being attentive, having good posture, and maintaining eye contact.
Of course this is not all of the components to an interview but this will give you a better chance
at receiving the job over others. There is lots of information on the internet and in business
magazines on all of these topics we discussed so if you are interested in finding out more check it
out on some websites such as forbes.com. If you use these tools, it will enable you to achieve a
great interview and the job.