



“Career Insider”

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resource
PARTNERS

CANDIDATE Issues

Remember the Anchoring Principle:

Each and every day, we prepare candidates to meet with our clients. The vast majority of candidates appreciate and respect the preparation process as an integral part of securing (read: getting an acceptable offer) the opportunity. Some, however, do not. They simply believe that they have done the interview process so many times or are so skilled at convincing others that they are the best candidate, that they ignore one of the key aspects of successful interview preparation, the Anchoring Principle.

The Anchoring Principle goes something like this: People, whether they are going for an interview, buying a new service, or purchasing a new product, are inherently tied or “anchored” to their first impressions. Like it or not, they turn to these first impressions of the person, service or product when making buying decisions. While the age old adage “first impressions count” does come into play here, the Anchoring Principle goes even further. In today’s world, when we are constantly bombarded with buying and selling messages and have very little time to make those decisions, we specifically and unknowingly draw on our “anchors” in formulating and executing those decisions.

The search for a new career opportunity is done, on average, 7.2 times by Americans. Additionally, considering the fact most professionals spend over 55+ hours per week at their employment, understanding and mastering the Anchoring Principle is a critical factor to your overall financial security (today and tomorrow). Mastery of the Anchoring Principle as it relates to your career and specifically the interviewing process is not a complex task. It includes the basics of showing

up to the interview on time, in a suit and tie for men and business suit for women. It includes firm handshakes and proper grooming. It includes direct eye contact and total attention to grasping the realization that you are selling yourself. Don’t just sit there and expect the company to “wine and dine” you in the hope that you are going to grace them with your presence at their company.

The interviewing process is a sales call, pure and simple. The sooner you realize that the sooner you will understand and master the Anchoring Principle. You see, the minute you walk in that door to the interview conference room or office, critical impressions are being formed and judgments are being made about you. Ones that you will never, in most cases, be able to overcome or avoid. These impressions and judgments are a key part of the decision making process for the interviewer whether they believe it or not. They can tell you all they want that they are making the hiring decision based on “who is the most qualified candidate” for the opportunity.

While that may be true, understanding the impressions you have made during the process are at least as critical as your skill set, education, or work history. In the final decision process, understanding the Anchoring Principle will be the difference maker in most hiring decisions that ultimately affect your financial security.

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