

## The Virtual Interview: 5 Ways to be the Obvious Choice

Are you prepared if a hiring manager reaches out to schedule a virtual interview? Can you ace it? Many applicants are not ready for this. Virtual interviews are becoming a more popular process, not only because of the Covid-19. It also helps managers narrow down their talent pool quickly as well as reduce costs.

It is easy to stand out virtually if you prepare. You want to stand out in every way. You should be the obvious choice because of what they see and hear over video. The more organized you are in your space and in your messaging, the more they will trust you. Here are the interview tips that will give you an edge in your next virtual interview.

### **1. Create a Set**

Turn your workspace into a studio that will instantly be inviting. Ensure the background is such that you are the focal point. In other words, make the place businesslike. Can you imagine how a disorganized background would portray to a hiring manager?

Likewise, ensure there is enough light in the room. Positioning yourself near a window can help or moving a lamp behind your laptop screen can do the trick. You can also have a few objects to act as conversation starters.

Be sure to turn off all buzzers, email notifications, and other sounds that could detract from the experience.

If you are comfortable investing, a laptop [stand](#) and high resolution camera really help. You will want great lighting on your face

### **2. Dress Formal**

Other candidates will dress casually in their homes with Corona beards, t-shirts, and hoodies. Not you. Signal sharpness with geometric shaped accessories for women and collared shirts for me. Treat the virtual interview as though it is a physical one.

Professional attire not only makes you appear confident but also prepared. Similarly, avoid any overpowering patterns or distracting nail polish and glossy lips. This ensures that you remain the focus and not your attire.

### **3. Prepare Your Content**

Don't answer common questions without showing your edge. For instance, in responding to "tell me about yourself," have a 3-minute description ready that sets you apart.

We recommend:

- Name and Role
- Location and Something Personal
- Career Overview
- What is new? (trend or new focus)
- How that is an opportunity for their organization

You can start by making the answer personal while describing your future plans. Share something personal to build a relationship and a memory with the interviewer.

Similarly, ensure you have a success story from your previous place of work. This can show cohesion, humility, and the ability to be a team player. Always be ready for a question on challenges at the workplace. This is your time to shine. Prepare a war story showing personal growth, lessons learned, and the ability to overcome adversity.

#### **4. Show Expertise - Be a Futurist**

Prepare a picture of the future that shows your profound knowledge in the field you are in. Give some industry insights to expound on specific questions. For instance, explain the market trends for the future? What aspects should the company focus on at the moment to have the edge over its competitors? Among others.

Such insights show the value you would bring to the company. Also, you can show the interviewer the need to accelerate the onboarding process. Tell the hiring manager the problems you can solve and how. You can only do this if you have done your homework on the company operations, and current undertakings.

#### **5. Articulate your Value**

This is what sets you apart from the rest. Articulating the value you will create is key to landing the job. What does adding value mean? It means what revenue you will bring or the impact you will have to the company if hired. Communicate this fact by showing how you will grow the company's revenue, market share, products, and service offerings. If your value cannot be measured with math, articulate the qualitative impact. How will life for them be better with you around?

Make the salary that you are asking for be a tenth of the value you will bring. If you can demonstrate that kind of value, you will get an offer immediately.

## **Bottom Line**

Ultimately, the aspect that matters most in acing a virtual interview is preparation. How you prepare through your dressing, communication about your value will determine if you get the job or not. Always remember preparation is key. Let us know if we can help you prepare and practice acing the interview and getting the offer.