



Interviewing in 2017: 5 Minute Rule

Interviewing in 2017 is very different than 5 years ago. Today, with the overload of information, emails, social media and candidates, hiring managers have less time than ever to assess a candidate's fit.

When surveyed, hiring managers have indicated that they know within the **first 5 minutes whether they are interested in a candidate or not**. So, what do you do?

You **MUST** capture the manager's attention within those first 5 minutes. You must get them **excited about you**. You must **convey your value** to them. You must give them **reason to continue** on.

Consider making an opening comment about the company, hiring manager's LinkedIn profile, or recent blog post. This will show the manager that you have done your research, you are interested in them, and interested in the job. Everyone wants to be wanted, especially candidates and companies. Companies will often extend the offer to the candidate who comes after it the hardest, not necessarily the candidate with the best resume. **Open with a compelling comment or statement about how you would help them achieve their goals** and bring it back to the company you are interviewing with.

We look forward to hearing from you. Let's start a conversation. 952-934-4100



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