

# CAREER FORWARD

**FOLLOWING UP AFTER  
THE INTERVIEW**



## FOLLOWING UP AFTER THE INTERVIEW

Your work isn't done when the interview ends—this is the time to be outstanding in the follow up. Within a day, take the following actions to be established as a frontrunner.



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## Conduct a self-assessment

Think about how the interview went. Focus on your own impressions, and don't try to guess what the interviewer thought. Consider the following questions and write the answers down so you can refer to them later:

- What exactly was discussed?
- What were your strong points?
- What do you wish you had done differently?

If you spoke with more than one interviewer, repeat this process for each conversation. You'll use this data to personalize your follow-up messages to each person.

An interview isn't just an employer's chance to evaluate your fit, it's also your opportunity to assess a position and company. Ask yourself the following questions:

- Now that the interview is over, are you still interested in the opportunity?
- How does the opportunity fit in with your career goals?
- How does the opportunity compare with others that you're considering?
- What did you like or dislike about the opportunity, the company, and the people?



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## Interview follow up and thank you

Following up with your interviewer(s) is a critical step that can make a big difference.

### **Send an email, letter, or note to each interviewer**

Thank each of them for their time and reiterate your interest in the position. To decide whether to write a handwritten note or typed letter versus an email, consider the conservative or casual nature of the company, the industry, and the position level. For example, the more traditional a company, the more its people will likely appreciate a handwritten note or letter. Your communication should strike a balance between gratitude and self-promotion. Briefly summarize your strengths, explaining why your skills are a good fit for the position, and what you can do to help the

company. Be sure to review your communication for errors, and have a friend proofread it as well. If you need additional help, refer to the sample letter provided on the next page.

### **Highlight and emphasize to stand out**

In individual correspondences, emphasize one element of your conversation with the recipient. This will help you stand out among other candidates.

### **Fix a missed opportunity**

If you feel you missed an opportunity to discuss something, briefly touch upon it in your correspondence in a manner that invites further conversation.<sup>1</sup> For example, if the interviewer spoke about the company's plans to increase its focus on mobile advertising campaigns and you failed to mention your

experience with mobile marketing, write something such as, "I'm excited to talk more about your intention to amp up the mobile aspect of your marketing campaigns. In my previous job, I successfully managed the mobile advertising for a new product launch and I believe my experience could be beneficial."

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## SAMPLE FOLLOW-UP LETTER

Today's date  
Jane Jones  
CEO  
Any Company, Inc.  
123 Any Street  
Anytown, AT 12345

RE: Interview Follow up

Dear Ms. Jones:

Thank you for taking the time to meet with me. I enjoyed learning more about your company's unique mission, culture, and impressive accomplishments. I appreciate the opportunity to be considered for the <insert job/position title> at Any Company.

Given my unique experience and qualifications, I'm excited about the prospect of a career at Any Company. If I can provide additional information, or answer any outstanding questions, please don't hesitate to reach out to me at any time. Thank you again for your time and consideration.

Sincerely,

John Smith

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## **Next steps after follow up and thank you**

After your initial interview follow up, it is a best practice to wait one week and reach out by telephone. Depending upon the feedback that you received from the employer or your recruiter regarding the hiring timeline, plan additional follow up as necessary. For example, if they anticipate a lengthy hiring process of a month or more, consider following up again one month after your interview. If you don't hear back within the timeline, it is probably time to move on. But don't be discouraged— with each interview you are learning more about yourself and perfecting your interviewing skills.

## **Dealing with rejection**

If you hear back from the interviewer and you haven't been selected, it's still important to remain professional and positive. Thank the person for informing you, and ask if he or she can share any feedback about your interview that you could use for future reference. If the answer is yes, then take the time to evaluate the feedback carefully. If the answer is no, at least it indicates that you're interested in improving, which might prompt a hiring manager to consider you for other opportunities.

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<sup>1</sup><http://career-advice.monster.com/job-interview/following-up/after-the-interview-4-ways-to-follow-up-hot-jobs/article.aspx>  
<http://www.forbes.com/sites/lizryan/2014/07/07/1132/>

EXIT



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