



## TIP SHEET

# THE ART OF PERSUASION IN INTERVIEWS

Embarking on a job interview can often feel like navigating a complex maze. In this professional arena, the ability to persuade is your secret weapon, capable of turning a routine interview into a compelling narrative that sets you apart from the competition. Understanding and applying these persuasion techniques can be the key to unlocking doors of opportunity. Picture yourself not merely answering questions but skillfully crafting a narrative that resonates long after the interview concludes.

In essence, the art of persuasion is a close cousin to the skill of selling. Just as a savvy salesperson tailors their pitch to resonate with the needs and desires of a potential customer, a persuasive communicator customizes their message to align with the motivations and expectations of their audience.

In both scenarios, success hinges on the ability to build a connection, fostering an environment where trust is established, and a shared understanding emerges. Much like a sales professional showcases the benefits of a product or service, a master of persuasion highlights the unique value they bring to the table, leaving a lasting impression on those they seek to influence.

In your interviews, you can “close the deal” like a salesperson if you use the art of persuasion.

[The Harvard Business Review outlines four strategic steps of persuasion](#) — **establishing credibility, finding common ground, providing evidence, and connecting emotionally** — each playing a crucial role in the art of persuasion. On the next page, we cover how you successfully use each of these steps in your interviews.



# THE ART OF PERSUASION IN INTERVIEWS

## 1. Establish Credibility

- If you applied directly, your resume does this part for you. If the recruiter invited you to interview, they trust that your experience is aligned with what the company is seeking. You solidify this understanding when you share the impact of your experiences in your first round of interviews.
- If you came to this opportunity through networking, You have already earned the trust of the person referring you for the interview who has the trust of the interviewer.

## 2. Find Common Ground

- The organization has problems, and you have solutions.
- In your SWOT analysis, you identified weaknesses and threats that the organization faces. When you address this in your interview, you acknowledge that you and the company are aligned in your goals.
- You provided solutions and gave the organization hope.

## 3. Provide Evidence

- You've shared your past experiences and the outcomes with your interviewers through effective storytelling (STAR method).
- Those stories demonstrate that you can achieve similar outcomes with this organization.

## 4. Connect Emotionally

- In business, a lot of decisions are made with logic. In your interview, you've provided the logical reasons for why they should hire you.
- However, there could be candidates who have the same skills as you, and there could be candidates with more experience than you.
- However, you will be chosen above these candidates every time if you also create an emotional connection with your interviewer.
- To create emotional connection with your interviewer, you:
  - Built rapport and found commonality.
  - Shared the emotional impacts of your experiences and achievements (e.g. "My team was so relieved to have an expert in business analysis on board").
  - Were enthusiastic and presented a can-do attitude
  - You struck the right balance of listening and talking