

The CEIP Credential:

Certified Employment Interview Professional

The CEIP Training Course

All roads lead to the interview – and the interview leads to job offers. The challenge for the vast majority of job seekers is that they are ill prepared to win job offers because they are ill prepared to interview well. The best résumés are insufficient if job candidates are unable to confidently sell themselves in interviews.

Interviewing is an art that can be mastered. Even job candidates who are scared to death of public speaking and presenting themselves in interviews can master this critically important skill that boils down to just three main components: 1) Value, 2) Fit, and 3) Likeability; three easy concepts that require extensive practice, preparation, and mastery.

You will be introduced to the *Organizational Message Chart™* recognized as the most effective communications model for identifying and communicating value. Jay unveils new concepts in this 2014 edition of CEIP including, *The Art of Performance Storytelling*, *Carrot Dangling*, and *Isopraxism* (Communications mirroring). Jay provides an in-depth section on *High-Tech*, *Long Distance Interviewing*, addressing today's video and Skype interviews that are a permanent fixture in the realm of employment interviews.

Show Me the Money is Jay's updated section on effective salary negotiating strategies that include his highly acclaimed *Circle of Communication* model. The CEIP program covers the three fundamental types of communications and the four decision-making styles. You will be taught the art of proactive persuasion in coaching – challenging and inspiring your clients to develop self-confidence, poise, and control during 1) Informational Interviews, 2) Screening Interviews, 3) Employment Interviews, and 4) Task Oriented Interviews.

The Home Study CEIP Course

Your CEIP training materials include a comprehensive 120 page PDF that is provocative and entertaining. Study at your own pace and when you have completed reviewing the material presented, PARW/CC will email a test document that you complete and email back within 24 hours to confirm your completion and comprehension of the course materials. Upon successful completion of the test, the CEIP credential will be awarded.

This comprehensive home-study training course not only gives you the knowledge and expertise of *what* to teach your clients, but also *how* to teach them effectively! Add this important training and certification to your career toolbox today!

Why This Is Important

The purpose of a résumé is to get an interview. From dozens or hundreds of résumés, the hiring company will select the best 5-10 candidates to interview. All candidates selected will have met the company's general criteria. The deciding factor will be the interview. Interview training is a natural extension of your résumé writing service. It represents Part 2 of the hiring process – the most important part of the process. Without an effective résumé, there are no interviews. Without proper interview preparation, there will be no job offers.

Bonus Benefit

The skills and techniques you learn in this course will improve your own “interview” success - which you use in every sales situation with prospective new clients, in negotiating with vendors, and any interactions you have with other people! Effective interviewing is effective communications.

Make Your Reservation To Become A



Certified Employment Interview Professional

Send a copy of this registration form with your payment of \$695 to PARW/CC. Or, register online by going to www.parw.com and clicking "Membership & Certifications" at the top of our home page.

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Ph:(_____)_____ Email: _____

Signature: _____

Check or money order for \$695.00 is enclosed. Please bill my credit card for \$695.00.

Account Number: _____

Exp. Date: _____ Validation Code: _____

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