



PREMIUM & LUXURY BRAND
INTERVIEW
GUIDELINES

CANDIDATE PARTNERSHIP AGREEMENT

Thank you for your interest in working with us. This partnership agreement outlines our mutual commitments to ensure a professional and efficient search process.



CANDIDATE PARTNERSHIP AGREEMENT

OUR COMMITMENTS TO YOU

WE WILL

- Represent you with the highest professionalism and maintain strict confidentiality
- Always obtain your consent before submitting your credentials to any client
- Provide complete, accurate information about opportunities and evaluate your fit thoroughly
- Offer interview preparation guidance and communicate client feedback promptly
- Keep you informed throughout the process, including when you're no longer being considered
- Support you during negotiations and assist with resignation/counter-offer situations
- Serve as your ongoing career coach during your employment with our client

CANDIDATE PARTNERSHIP AGREEMENT

YOUR COMMITMENTS TO US

TO ENSURE THE BEST PARTNERSHIP, WE ASK THAT YOU:

AVAILABILITY & TIMING:

- Be genuinely open to accepting an offer and starting within two weeks (unless otherwise discussed)
- Be available for interviews within 5 business days of requests
- Provide detailed feedback within 24 hours after each client interaction

INFORMATION & PREPARATION:

- Submit a complete, current resume within 3 days of expressing interest
- Provide 3-5 professional references and share relevant career information proactively
- Research our client thoroughly before interviews (website, retail presence, recent news)
- Participate in pre-interview briefings with your recruiting partner

COMMUNICATION:

- Keep us informed of any changes in your employment status or other opportunities
- Notify us immediately if you receive offers from other companies

CANDIDATE PARTNERSHIP AGREEMENT

- Include family/advisors in your decision-making process
- Facilitate discussions between your spouse/partner if relocation or other major concerns arise that impact them.

DECISION FRAMEWORK: AFTER EACH INTERVIEW, ASSESS THESE KEY QUESTIONS:

- Do I understand the position?
- Can I do it?
- Do I want to do it?
- What additional information do I need?

FINAL STEPS:

- Accept or decline any formal offer in writing within 48 hours

This partnership approach ensures we can effectively represent your interests while meeting our client's needs. We look forward to helping you achieve your career goals.

Best regards,

 The Bowerman Group

INTERVIEW SUCCESS GUIDE

Interview to win. Approach every interview with the goal of receiving an offer. Without moving forward, you have no decisions to make.



INTERVIEW SUCCESS GUIDE

THE SIX-STEP INTERVIEW PROCESS

1. UNDERSTAND YOUR ROLE

- **Sell your qualifications** using specific examples
- **Evaluate the position** to understand job requirements
- Market yourself with enthusiasm and passion
- Use limited face time to highlight your most relevant skills

2. PREPARE STRATEGICALLY

RESEARCH:

- Study the company website and visit their locations
- Prepare thoughtful questions about the role
- Identify 3-5 key accomplishments as your "major selling points"

FOCUS ON SITUATIONS WHERE YOU:

- Demonstrated initiative
- Overcame challenges
- Streamlined processes

ALWAYS HIGHLIGHT:

- Advanced communication skills
- Teamwork abilities
- Honesty and self-confidence

INTERVIEW SUCCESS GUIDE

3. COMMUNICATE EFFECTIVELY

Adapt your style to match the interviewer's approach. Remember: communication includes appearance, body language, eye contact, and attitude—not just words.

Listen actively to understand what they truly want.

4. ASK STRATEGIC QUESTIONS

Transform the interview into a conversation by asking about:

- Immediate priorities for the first few months
- Long-term goals and challenges
- Required skills and experience for success
- Company culture and personal fit criteria

5. PREPARE FOR COMMON QUESTIONS

Practice responses to standard questions without sounding rehearsed:

- "Tell me about yourself"
- "Where do you see yourself in five years?"
- "Why do you want this position?"
- "What's your greatest strength/weakness?"
- "Why did you leave your last job?"
- "Describe a recent mistake you made."

INTERVIEW SUCCESS GUIDE

6. SPEAK IN DEPTH OF YOUR CAREER ACCOMPLISHMENTS

ACCOMPLISHMENTS	STRATEGIES, ACTIONS & RESULTS

INTERVIEW SUCCESS GUIDE

CRITICAL DON'TS

- **Don't focus on "what's in it for me"** - emphasize what you offer them
- **Don't criticize** former employers
- **Don't give yes/no answers** - expand and sell yourself
- **Don't initiate salary discussions** - deflect until later in the process
- **Don't ramble** or monopolize conversations

CLOSING STRONG

- Express specific interest if you want the position
- Ask about next steps
- Call your advisor immediately after the interview
- Send a thoughtful thank-you note promptly

KEY TAKEAWAY

Interview performance is the deciding factor. Preparation produces results. The more you practice, the more confident and polished you'll become.

VIDEO INTERVIEW TIPS

Video interviews need the same effort and professionalism as in-person meetings. Prepare your environment and technology ahead of time.



VIDEO INTERVIEW TIPS

SETUP ESSENTIALS

Background: Use a clean, uncluttered room. Avoid white, bright, or busy backgrounds. Remove excess personal items from view.

Lighting: Position yourself facing natural light or use a lamp in front of you. Avoid overhead fluorescent or backlighting.

Camera Position: Sit back so your head and upper shoulders are visible. Elevate your device so the camera is at eye level.

Eye Contact: Look directly into the camera, not at the screen. Move the interviewer's window below the camera or minimize it.

VIDEO INTERVIEW TIPS

PROFESSIONAL PRESENCE

Dress: Wear full professional attire, not just from the waist up but head to toe – this means wear shoes!

Engagement: Speak clearly, project your voice, smile, and stay animated. Listen actively and avoid long responses. Stay on topic and convey confidence.

Practice: Film yourself or practice with a friend. Knowing how you come across on video will help you focus on the substance of what you communicate.

TECHNICAL PREP

- Use a fully charged device; for laptops, keep it plugged in.
- Close unnecessary programs and turn off notifications.
- Test the video platform days before your meeting. Some links require setup or have compatibility issues with your browser.
- If interviewing from your car, inform your recruiter beforehand

PREPARATION LETS YOU FOCUS ON THE CONVERSATION.

PHONE INTERVIEW GUIDE

Key Differences from In-Person Interviews

Phone interviews start the moment you answer and rely entirely on verbal communication—no body language, eye contact, or visual cues. Interviewers typically allocate limited time, so preparation is essential.



PHONE INTERVIEW GUIDE

SETUP & TECHNICAL PREPARATION

- **Environment:** Find a quiet, private space for 1 hour
- **Phone:** Ensure a strong signal and full battery for mobile calls
- **Timing:** Call within 15 minutes if you don't receive the scheduled call

DURING THE INTERVIEW

VOICE & PRESENCE

- Stand while talking (improves voice tone)
- Smile—it comes through in your voice
- Stay alert and enthusiastic
- No gum, food, or distractions

COMMUNICATION BEST PRACTICES

- Keep responses focused and concise
- Listen actively to understand what they want
- Ask clarifying questions
- Express genuine interest in the role
- Request next steps and mention your interest in meeting in person

PHONE INTERVIEW GUIDE

ESSENTIAL MATERIALS TO HAVE READY

- Physical copy of your resume
- Notepad for taking notes and jotting key points
- Job description for reference
- Prepared examples of specific accomplishments
- List of thoughtful questions about the role

QUESTION STRATEGY

PRIORITIZE QUESTIONS THAT HELP YOU UNDERSTAND:

- Role responsibilities and expectations
- Key deliverables and success metrics
- Team dynamics and company culture
- Growth opportunities

AFTER THE INTERVIEW

- Contact your advisor immediately to debrief
- Send a personalized thank-you note within 24 hours
- Reference specific discussion points to reinforce your interest

REMEMBER

This is a two-way conversation. While showcasing your qualifications, also evaluate if the role and company align with your goals and values.



The Bowerman Group stands out as the premier choice for placing top-quality candidates thanks to our deep expertise in the luxury & specialty brand space - collectively, we hold decades of experience that other firms simply can't match. With a proven track record of connecting high-caliber talent with top-tier brands, The Bowerman Group takes a consultative and personalized approach, ensuring each placement aligns seamlessly with a company's culture, values, and long-term goals.

Our meticulous search process, industry insights, and extensive network enable us to deliver candidates who not only meet job requirements but also drive long-term brand growth.

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CONTACT US

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