



Invites You To Earn
The CEIP Credential:
Certified Employment Interview Professional

The CEIP Training Course

The interviewing process boils down to just two main components. We will identify the core of successful employment interviewing. You will be introduced to the *Circle of Communication* model, the three fundamental types of communications, and the four decision-making styles. And you will learn to effectively coach your clients to prepare for and excel in all of them.

All successful athletes and performers know that it takes more than skill to be a peak performer. It requires courage and confidence. You will be taught the art of proactive persuasion in coaching and challenging your clients to develop self-confidence, poise, and control during an employment interview.

We will look at the two key techniques that interviewers use for hiring new employees and how to effectively coach your clients to prepare for both. You'll be introduced to the *Organizational Message Chart (OMC)* - a groundbreaking

model used to prepare for the employment interview that sets new standards for interview training...and may possibly change your entire approach to writing résumés, as well.

The Home Study CEIP Course

Your CEIP training materials include two books and two DVD training videos, each approximately one hour in length. Study at your own pace and when you have completed viewing the DVD videos and reading the study materials, 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 for a personal 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. 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!

*Interviewing is the art
of communication
to achieve your desired goal!*

Make Your Reservation To Become A



Certified Employment Interview Professional

Send a copy of this completed form to PARW/CC with the testing fee of \$695. Price includes two CEIP Course Books and two DVD training videos.

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Ph:(_____) _____ Email: _____

Successful CEIP Candidates Receive:

- Authorization to use "CEIP" after your name to denote your earned certification (i.e.: Jane Doe, CEIP), and in your advertising and promotional materials.)
- A personalized CEIP Certificate for display in your office.
- Announcement of your earned credential in the PARW *Spotlight*.
- The CEIP logo, as shown above, for use in your printed literature and web site.

Check or money order for \$695.00 is enclosed.

Please bill my credit card for \$695.00.

MC

Account Number: _____

Visa

Exp. Date: _____ Validation Code: _____

AmEx

PARW/CC

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