

透析外企面试(1): 如何进行自我介绍

◎ 文 / 何光明

通常情况下，面试中应聘者首先要做的就是自我介绍。这一简短的自我陈述或开场白的成功与否往往会影响整个面试的成败。那么在外企面试中到底该如何进行自我介绍呢？许多应聘者以为在面试过程中，提供的信息越丰富、越详尽，对自己越有利，因而常常在短短的几分钟内尽可能详尽地陈述其生平、学历、工作经验和技能等。殊不知由于提供的信息和简历内容如出一辙，这种陈述会让人感觉平淡乏味，很难引起面试官的注意，因此很可能错过就业机会。

应聘者在自我介绍时，应根据职位的要求强调重点信息，浓缩次要信息。在提供重点信息时，还可辅以例证，增强说服力。不论是介绍学历还是工作经验，都要

尽可能结合职位，使自己陈述的每一点都成为闪光点，不断向面试官传递一个信息：我是最适合这个职位的，我是用人单位的最佳选择。这些亮点会提升你的“前三分钟印象值”，帮助你获得该职位。

除了重点说明你具备该职位所需要的学识、工作能力以外，还必须告诉对方你具备该职位所需的个人素质和性格特征。譬如，在应聘销售职位时，应当强调自己善于沟通、有说服力、平易近人，因为这些特征是成功销售人士必备的素质。下面笔者就结合具体的职位，来阐述各职位所需人员应具备的个性特征。常见的商务职位大体可分为四类：Human Resources (人力资源)、Finance (财务)、Marketing and Sales (市场营销和销售)和Management (管理)。各类职位的特征请参见下表。

Positions(职位)	Positive Traits (积极的特征)	Negative Traits (消极的特征)
1. Human Resources (人力资源)	cooperative, dependable, warm, good listener, good negotiator, supportive, respectful, friendly, personal relationship-oriented	undisciplined, dependent, submissive, overly cautious, conforming
2. Finance (财务)	precise, methodical, organized, rational, detail-oriented, cautious, serious, logical thinking-oriented	critical, formal, uncertain, judgmental, picky
3. Marketing and Sales (市场营销和销售)	enthusiastic, persuasive, outgoing, easygoing, positive, communicator, dramatic, creative, proactive	ego-centered, emotional, exploitive, opinionated, reacting
4. Management (管理)	persistent, independent, decision maker, effective, strong-willed, direct, concise, efficient, pragmatic, action-oriented, innovative	aggressive, strict, intense, relentless, rigid



人力资源——友好型(Amiable): 人力资源人员应当具备的个性特征主要是为人友好、平易近人。他们每天都在做和人打交道的工作,尤其是与公司同事的沟通。他们的作用就如同混凝土中的水泥,应当将公司的上下员工紧紧凝聚在一起。因此在应聘人力资源职位时,首先要强调的就是自己为人友好的特征。具体来说,应当强调以下特点:热情友好、善于合作和支持、可靠、善于倾听、善于谈判、有礼貌、注重培养个人关系等。在阐述这些特点时,要突出重点并提供例证。



财务——分析型(Analytic): 财务人员应当具备的个性特征是善于分析。由于财务人员每天都要处理和分析各类数据,因此在应聘财务职位时,应聘者要着重说明自己这方面的个性特征。具体而言,要强调自己工作时有条不紊、注重细节,思维缜密、理性,处理问题时态度谨慎、认真,并适当提供实例说明。



市场营销和销售——表达型(Expressive): 市场营销和销售人员应当具备的个性特征是善于表达、有说服力。该类工作人员平时主要是和客户沟通,其主要任务是向客户介绍公司和产品并说服对方接纳自己的产品。因此,在应聘市场营销和销售职位时,应聘者应当充分展示自己的沟通能力,重点说明自己热情、有说服力、性格外向、积极主动、善于沟通的个性特征,然后举例说明。



管理——推动型(Driving): 管理人员应当具备的个性特征是善于鼓励、推动。在应聘管理职位时,应聘者除了强调自己善于鼓励、推动员工外,还应当强调自己具备持之以恒、独立自主、善于决策、意志力强和工作高效的特征。

以下是面试中自我介绍的四个范例。一般而言,自我介绍的长度在三分钟左右为宜,由于篇幅所限,这里只提供回答问题的框架和思路,读者可根据自己的具体情况在面试中提供有说服力的介绍。此外,读者还应尽可能地强调自己具备应聘职位所需的工作经验和技能。

应聘人力资源部职位	I'm supportive, dependable and cooperative. My career has been characterized by my ability to work well with diverse teams. I'm also a good listener. I seek out opportunities to involve others in the decision-making process. This collaboration and communication is what has enabled me to achieve success in my department. In addition, I'm easygoing and friendly.
应聘财务部职位	I'm organized, analytic and logical thinking-oriented. I have been successful in my career by making well-thought-out decisions based on careful analysis of all factors. I approach problems with logic and sound reasoning. I would enjoy working with you in developing the appropriate systems and procedures to make our department function more efficiently.
应聘销售部职位	I'm communicative, persuasive and enthusiastic. (Provide an example here.) I also think that everyone in the organization must be sales-focused. We should provide support to the sales team and our customers. Without sales, the rest of us would not have a job. I look forward to helping you drive sales in any way possible.
应聘管理职位	I'm independent and persistent. Regardless of the task or challenge, I always establish and maintain benchmarks of performance and standards of excellence. I'm innovative, and I'm also an effective decision-maker. I have always sought out innovative solutions to challenging problems to maximize profitability. I have never sought to maintain the "status quo". An organization that does not change and grow will die. I would enjoy working with you to help define new market opportunities in order to achieve the organization's goals.



正如我们所知,“You will never have a second chance to make a good first impression. (要留下好的第一印象,你只有一次机会。)”因此,在外企面试中,做好自我介绍尤为重要。希望本文能给身处职场或即将踏入职场的读者朋友一些帮助。