

Interview Tips

Before you start, let us now think about this from the interviewer's perspective. He/She has seen your CV, you have passed the psychometric tests and now you are in competition with say 5 other "equal" candidates.

How can the Interviewer decide?

The Interviewer is looking for ...

- Someone who can think "on their feet"
 - Some "Spark", some commonsense
 - Someone who has done their homework (more later)
 - A person they can trust
 - A proactive, confident individual with a professional approach but with a sense of humour, when appropriate
 - A person who "looks the part" (more later)
 - A person with a strong handshake who looks them in the eye
 - A person who wants the job and feels they can do it.
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- **Do some research about the Company** – check their website, latest news, press releases, How much revenue, how much profit, how many staff, how is the market going etc. **Compile a list of 10 key facts about the Company.**
 - **Think about your strengths and how you might sell them.** This is the first occasion when you might realise that you are a salesman selling YOU!
 - **Think about what you might bring to the Company** (They are looking for questioning graduates, those who challenge the status quo, those who are seeking better ways to do things)
 - **What do you enjoy doing and why?** – I always look at applications in the Hobbies Section – it can speak volumes for the type of person they are.
 - **Dress as if you have got the job** – For gentlemen we suggest smart suit, white shirt, strong tie (no cartoons), black shoes, black socks. For ladies keep to smart business dress and that well groomed look.
Successful people look successful.
 - **Keep good eye contact at all times** – spend some time to reflect on the question. Think laterally and ask a question back if it helps you to focus on what the interviewer is asking you.

- **Compile a list of 3 questions you would like to ask** (You will usually be asked if you have any questions at the end of the interview). Good questions are:
 - “How do you see this market developing in the next 3-5 years?”
 - “What are your competitors doing in this market?”
 - “What are your key priorities as a Company over the next 12 months?”

Here are some Potential Questions used in most interviews. Rehearse your answers to these in good time before the interview. Write down a few notes to help you remember.

Q. Tell me about yourself

Answer this from a commercial point of view not a personal one.

Answers to the following questions should come from the thinking you did when compiling your CV.

Q. Tell me about some of your achievements?

Q. What are your weak points?

Q. What aspects of previous jobs have you found most difficult?

Q. Are there people you find difficulty working with?

In the following questions, don't be trapped into feeling you have to give detailed answers. To answer these you would need detailed knowledge. Your priority, if given the job, will be to establish the facts and review resources rather than arbitrarily make changes.

Q. How would you hope to develop this job?

Q. What changes would you make if you were given this job?

In the following questions, talk about the contribution that you will make and what you hope to gain.

Q. Why do you want to join this organisation?

Q. What appeals to you about the job for which you have applied?

Q. Why should we employ you?

Many interviewers now use “evidence based questioning”. Don’t be surprised if many of your questions start with, “Tell us about a time when you ...”

- had to deal with a difficult member of your team
- were about to miss an important deadline
- had to deal and resolve a confrontational situation
- managed a large change project
- introduced a new it system.

Look at the Person Specification of the job and work out the questions you are likely to be asked that will start with, “Tell us about a time when you ...”. Prepare your responses!

Good Luck!

People who prepare well and think of the interview as an opportunity to sell themselves as a valuable product do well.

It is essential you perform to your ability. You just need to have and use your self belief.

These tips were written by [Steve Westall](#). You’ll find more suggestions for preparing yourself for interview in [A Useful Guide to Interview Success](#).

More tips and tools at 247freetips.com