



### Interview Advice: The Basics

- ❖ Research the company fully using the internet, business press, Linked-In, Twitter etc.
- ❖ Greet the Interviewer with a smile and a firm handshake - make a good first impression.
- ❖ Take a copy of your CV, and copies of written references with you if you have them, and any supporting documentation with you feel might be helpful.
- ❖ Answer questions honestly and straight-forwardly.
- ❖ Be positive about your experience. Focus on the strengths and de-emphasise any weaknesses.
- ❖ Have several questions prepared for the interviewers to demonstrate that you are interested in the role. Don't be afraid to ask questions.
- ❖ Be confident, cheerful and enthusiastic, but take care not to be perceived as overbearing, over-confident or arrogant. ✨ Dress smartly in business attire, unless instructed otherwise.
- ❖ Think of specific examples as supporting evidence for your experience and think about how your experience relates to the specific role.
- ❖ Re-read the job spec before the interview to remind yourself of the key skills and experience required, and how these areas relate to your CV

**The interview is an opportunity for you to sell yourself to a potential employer to maximise your chances of getting that job. Interviewers will generally spend just 20 – 30% of the time doing the talking – you will be expected to do the rest.**

- ❖ Gauge the tone of the interview and adopt it yourself.
- ❖ Employers are looking for confident, positive people to work for them and this should be obvious from the way you answer their questions.
- ❖ Rehearse your answers beforehand - it will be much easier to handle the interview in an enthusiastic and confident manner.
- ❖ If you are asked a hypothetical question, always turn it into a 'real life' situation and give an actual example.

### Before the Interview

- ❖ Find out which entrance you need to report to, and who you need to ask for. Consider making a 'dummy run' to the company so that you know how much journey time to allow.
- ❖ Review your CV and think through specific questions you may be asked about it.
- ❖ Prepare your own questions about the company and job.

**You are there to convince the interviewer that you can do the job, prove that you are motivated to do the job well and show them that you will fit in with the company.**

### Throughout the interview

- ❖ Always answer questions in a positive way.
- ❖ Avoid criticising your previous job, employer or manager.
- ❖ Avoid 'negative' motivations such as a desire for more money or shorter working hours.
- ❖ Look attentive by leaning forward slightly in your seat
- ❖ Don't waffle
- ❖ Be prepared to support your answers with evidence, facts and figures
- ❖ Maintain some eye contact with everyone present
- ❖ At the end of the interview
- ❖ The interviewer should ask if you have any further questions. Remember to thank the interviewer (s) for their time, tell them that you are interested in the job and leave the interview with firm handshakes to everyone present.

### Factors that can cost you the job

**Being unprepared // Being late // having poor manners // Complaining about previous employers // Poor communication // Being aggressive or superior // Making excuses // Looking scruffy // Lacking enthusiasm // Being evasive or vague.**