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INTERVIEWS: IMPROVE YOUR CHANCE OF SUCCESS

Gaining competitive edge in an interview is not always a question of being better or more qualified than other applicants. The difference between success and failure can rely on preparation. This article will suggest ways you can prepare for an interview and therefore exhibit better technique. Whilst some of these points may appear obvious it consistently amazes employers how many candidates are ill prepared and as a consequence let themselves down in an interview.

1) Be Ready For The Obvious Questions

Whilst there will almost always be a question curve ball, unusual questions are rarely the reason candidates are rejected. Unsatisfactory answers to easily predictable questions are a much more common route to failure. Preparing answers, in particular, to questions about your strengths/weaknesses, why you want the job, what you know about the employer and what your career goals are can really help your chance of success.

2) Practice Makes Perfect

Achieving in an interview, in many cases, is a matter of confidence. For inexperienced interviewees it certainly can help ones confidence to practice. Find a list of interview questions from the internet and ask a friend to interview you then grade you honestly on how they thought you did. Repeat the process in a couple of days to check your improvement. For a more professional approach arrange a mock interview with The Interview Company .com. We will interview you then give you constructive feedback on how you could improve.

3) Research, Research, Research

See our article on preparation for further elaboration. We suggest that without adequate research you are putting yourself at a distinct disadvantage in comparison to other jobseekers. It is also very much within your control to research prior to an interview so failure at interview due to a lack of adequate preparation is inexcusable.



4) Remember To Sell Yourself

In an interview you are selling yourself not talking about things you have done. Think about the relevance of what you are saying before you speak particularly in relation to the question asked and why what you are going to say, would appeal to an employer. Prepare by reading a job description and deciding what about you will be most attractive to the employer and ensure that you mention these points over the course of the interview.

5) Create A Reference Point

Rather than saying you are creative, honest or a team player give a reference to where you have exhibited these qualities, i.e. "I think I am a good problem solver because in my last job..."

6) Remember You Are Qualified For The Position

Assuming of course that you have submitted an accurate CV then the employer (at least on paper) believes you have the skills and experience required for the role. They would not waste their time in meeting you if that was not the case. You should therefore have confidence in your abilities and be able to prove to the employer that your CV is accurate.

7) Be Careful Of Inconsistency

One of the most common ways a jobseeker fails at interview is because of obvious inconsistencies in their answers. Try to make a mental note of what you have said throughout the interview so that your answers are consistent. For example, if you say you are an excellent team player but have worked on your own throughout your professional life, an employer will want to know what evidence you have for this (this need not be inconsistent, you may have played for a University sports team, or work in a team as a member of a charity, etc.).

8) Ask Intelligent Questions

Asking the interviewer questions is nominally to find out more about the role but is actually a terrific chance to continue to sell yourself. If you ask intelligent questions about the employer based on research you have done you can appear more interested in the company than other applicants. Anything in relation to recent articles in the press (ideally positive ones), market positioning, etc. will convince.

9) Stay Positive

There is little worse than overly negative candidates in an interview. Spending 20 minutes criticising a previous employer will not endear you to a new one. Equally, it is important not to be unrealistically positive. For example, saying that you were made redundant and that you were initially hurt by this is a negative statement but an honest one; you would then follow this up by saying how dealing with this situation has given you a new positive outlook for coping with stress, etc. The point is not to make



negatives into positives but see the positive in a negative situation. This simple point is really attractive to employers because they will feel you are someone that has a coping strategy when under pressure.

About The Author:

The Interview Company.com is an interview and job application advice resource. We provide training on writing CVs and cover letters, interview technique and the whole caveat of ways you can ensure that your CV is seen by a potential employer.

We can also conduct mock interviews; much tougher than a standard HR interview, ensuring that you are well prepared for any situation you might face when applying for a job. For more information please consult our website: www.theinterviewcompany.com or call 0113 2777 583 to speak to an Advice Consultant. We offer competitive and affordable prices from £20.

