



The *Interview* Company.com

INTERVIEW PREPARATION

Thorough preparation is an essential part of being successful at interview. However, many candidates are ill prepared and fail to get the job they are seeking not due to a lack of ability but because they did not adequately research. This is particularly important if you are a jobseeker who is changing your career into another industry or area of work, if it is your first application after a period of absence from work or if it is your first time in the job market after leaving school/university. In situations such as these, there is a greater abundance of potential applicants, so to be successful, preparation is required.

Know The Company

For a number of jobseekers knowing some information about the company to which they are applying is at best a secondary concern. This can, however, lead to failure at interview. Company knowledge is important because it shows that a jobseeker has an interest in that organisation (and by implication wants to work there). Research does not necessarily need to be to great depth (dependent of course on the level of position to which you are applying) but should show that you have an understanding of the culture, structure and commercial activity of the company. Your knowledge can then be utilised in two ways: giving knowledgeable answers to interviewer questions and asking intelligent questions of the interviewer (which again reinforces your interest in the position). Not knowing some pertinent facts about a company is inexcusable and it can be disappointing if one fails at interview because of this.

Know The Job

Sounds simple but it is surprising how many people go for an interview without really understanding the job to which they are applying. For example, if you are a long distance lorry driver with experience in the UK and you are applying for a job with a French company that distributes in the UK this surely begs a few questions? You might want to know whether you will be distributing across European borders, you will therefore need to have an understanding of appropriate French legislation, you will need to be able to demonstrate that you are capable of driving longer distances than perhaps you have experience of, etc. In other words by really knowing what the job actually is, it can help you predict the questions that might be asked.



This issue is particularly prevalent amongst jobseekers who are not sure of a chosen career and hence apply to a huge variety of different positions. A lack of a defined target area in itself is not an issue but if you do not research each job that you apply to, you can appear directionless.

Know The Market

Knowledge of the sector that your potential employer works within can aid interview success. It is important to make sure you are aware of any major news affecting the company currently (if something is making headline news across the UK that you are not aware of this can be embarrassing at interview). Make sure you know the employer's likely business competitors as a question about these is relatively commonly asked at interview.

Know The Likely Competition

What makes you a good candidate and where are you lacking? Where might other candidates have an advantage over you? Thinking about the strengths of possible competitors for the role means you can pre-empt the concerns interviewers might have.

Demonstrate Your Knowledge Wherever Possible

There is no point doing extensive research unless you can demonstrate you have done it. Research suggests an interest in a role which is usually very appealing to an interviewer. You should pick opportunities where you can demonstrate the knowledge you have gained (such as the questions you ask the interviewer for example).

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.

