

Preparing for an interview

Once you have secured an interview in the company of your choice, it is your opportunity to convince them their business can not survive without you. This is now an opportune moment to spend a little time researching your prospective employer and their markets, prior to attending your interview. The more you know at this stage, the less likely you are to be tripped up at interview by any of those awkward questions. The best place to start is with the company's own brochure/website, ensure you digest the information thoroughly. Your recruitment consultant will be able to give you a thorough briefing before the interview.

Once you are confident that you have assimilated sufficient information, it's now time to think how you are going to present yourself. Think initially about what your interviewer will want to know about you. This takes us back to the original job specification you were supplied with. With relevance to the role the interviewer will want to know what you have done before, why you are there now, in other words why you are looking for a new position and why you are interested in the position they have available and finally, what you can offer them.

Think of your USP your 'unique selling point', what have you got that stands you streets ahead of anyone else they may be considering. Don't panic, this may simply be bags of enthusiasm.

Now prepare a brief presentation to answer these points. This should be in the format that you feel most comfortable working with, for example only use PowerPoint if you are completely confident using PowerPoint (check with your consultant that there is the technology i.e. an electrical supply in the interview room first!). Simpler and just as effective is to use a straightforward A4 presentation folder. The purpose of this is not only to impress your interviewer by the effort and commitment dedicated, but more importantly to keep you on track. Once you have planned your answers to the above questions, put them down on paper, type them up in bold point form and pop them into the presentation folder. How many times have you come out of an interview thinking - "oh I forgot to tell them"... it's a good prompt for you. At the end of your presentation you can include the questions that you have already prepared.