



Top Tips for Interview Techniques

Know Your Audience Before the Interview

Do your research. Learn what you can about the company. Perhaps talk to friends and contacts. Often candidates just look at the information the company gives out on its website and social media platforms. Be one step ahead!

Twitter can be a useful tool and an excellent resource as it allows you to see what the company and its employees are taking about. For example: they could be tweeting up a storm about a product launch or event. This would be a good conversation starter.

No matter what the role is you are being interviewed for; try the product beforehand. If you're hired for the job being a user yourself will help towards adding value to their product.

Check out company reviews from current and previous employees. Please be aware that this is just a guide, do not take all reviews as fact.

Good preparation before the interview could be key. You could get a list of the people you will meet at the company. Ask them questions and show an interest. Ask for details about current events on their specialty or a common interest they have outside the workplace.

Different firms or companies will use different types of interviews. If possible, ask the recruiter or HR contact what interview format you can expect. If you invest time finding this out it can make a huge difference in your preparation work.

Think about the Interview Questions

It is beneficial to spend some time thinking about the skills, accomplishments and interview answers that will resonate the most with the interviewer. Speak about your abilities, skills and creativity.

To nail the first part of the interview always have an answer to the interviewer's inevitable question "tell me about yourself". Its worth investing time practicing this and make it positive.

Do not be put off by the question "what's your biggest weakness"? It's a question that all interviewers ask. Turn this to your advantage by mentioning how you have overcome what ever this is. E.g. Maybe you have never been strong at public speaking. You could say that you have overcome this by taking on leadership roles to help make you more comfortable.

Mock interviews

Find out a list of common interviews questions. Practice these with a friend or in a mirror keep your answers brief and to the point. You can never practice enough, and it will clarify your thoughts.

Number crunching and remembering numbers, increases, quotas and percentages will show a hiring manager how good you are.

Prepare a few questions for when it's your turn to ask at the end of the interview. Show an interest in the company and ask questions that will ensure that you've paid attention and done your homework, but most importantly it will show an interest in the specific job you've applied for.

Pack and dress accordingly

Plan what you will wear. Companies that have a business casual approach may well have a dress code that will be basic and conservative. If you know someone who works there ask them. Maybe walk pass the place beforehand and see what people are wearing who are entering the place of work.

Make sure your interview outfit is clean, pressed and hanging ready the night before. Nothing worse than presenting a creased and shabby look.

The little things matter; Shiny shoes & well-manicured nails you will be amazed at the things that interviewers will notice.

Pamper yourself. Perhaps a haircut, razor shave a new outfit. If you feel good about yourself, you will feel confident and this will show through your body language. Confidence is the key to getting the job you want.

Print out copies of your CV you never know how many people you will meet and it shows preparation and forethought.

Having a list of references to hand is crucial. Ask people beforehand if they are willing to supply you with a reference and gather their details. You will need to provide a name, organization, telephone number and email address and a brief sentence stating their relationship to you. For example: Mr Anon was my manager at Anon company and I helped ensure that the company met their targets for the month.

Prep to go interview essentials are a must. Clean out your briefcase or handbag. Take an umbrella, breath mints and a notepad. Look organized with only the things you need, and which are easily accessible. Do not rifle through junk in your bag it will make you look unorganized. Remember to turn off your phone and relax.

Remember, be prepared, be confident, well-presented and do your research!
Good Luck