

# Interview Preparation Tips

How to shine in an interview

# How to give a **stunning performance** in an interview.

Most people think interviews are daunting. In fact, some find them downright terrifying! But it doesn't have to be that way.

An interview is your chance to shine, your time to prove that your interviewer's business simply cannot survive another day without you. Your ability to convince them that you're the right 'fit' for their business is largely down to how confident you are.

**So follow these top tips and you'll sail through your next interview!**

## PREPARATION AND PLANNING...

Without exception, this is the single most important thing you have to do for any interview. We're all familiar with the old adage '**failing to prepare is preparing to fail**' so make sure you're fully versed in everything company-related and even industry-related to the job you're applying for.

- Know exactly **who, where** and **when** you're meeting (even visit the location beforehand if you have time).
- Bring a pen and paper with you to **take notes**. It will show enthusiasm and interest to the interviewer.
- Take time to **research** the company and the vacancy you've applied for. Explore the company website, research news sites and blogs, where relevant.
- Go the **extra mile** to show the client you're serious about working for them.
- Switch places! Head off tough questions by **putting yourself in the position of the interviewer**. Think about the type of questions they might ask and prepare the best possible answers.
- Examples questions you might face:
  - *Why do you want the job?*
  - *Why do you want to work for the company?*
  - *What do you know about you?*
  - *What do you have that is better than anyone else?*
  - *Where do you see yourself in 5 years time?*
  - *What have been your biggest successes/failures?*
  - *What do you enjoy doing outside of work?*
- Be prepared to ask questions as well as answer them. It's just as important to find out whether the business is right for you as whether you're right for the business.

- Remove potentially **embarrassing content** from any social networking sites you're on. Most employers automatically check Facebook for insight on their future employees, so beware of who might be looking through your profile!
- Use **open-ended questions** to gain greater insight into the company culture. For example, don't ask; *"What are the prospects like?"* as this can be answered with a simple "good". Instead challenge them to *"Tell me about someone who has progressed from the role you're asking me to fill?"*. Find out why they were promoted, what training they received, how long it took them to get promoted etc. You'll get a far more telling answer from these questions, and will be able to judge more accurately whether the role and company is right for you.

## ONE CHANCE TO MAKE A FIRST IMPRESSION

Did you know, most employers form an opinion about someone in the first 30-seconds of an interview? And 100% of them decide whether or not to take someone seriously for a role within the first two-minutes.

## SO HOW CAN YOU MAKE YOUR MARK?

- Dress **smartly** and **comfortably**. It's always better to be over-dressed rather than under-dressed.
- Shake hands **firmly** and **smile**. If you look confident and friendly, you'll appear that way, even if you don't feel it.
- Smile, make regular **eye contact**, and try to make sure you come across as **honest** and **friendly**.
- Speak clearly and concisely – don't waffle! If you're not sure about a question, ask them to repeat it.

## FINAL HINTS AND TIPS

**Here are a few last thoughts that might be helpful:**

- Don't be **overly critical** of your present/previous employers, even if it's justifiable. Explain your motivation to leave your current employer, but don't dwell on it. No one wants to hire someone who seems negative or a bit of a moaner.
- A sense of humour is important, but **don't crack controversial jokes** during the interview.
- Stay relaxed, enthusiastic and friendly and you'll convey all the qualities they'll want in someone to work with.
- Bring relevant certifications, qualifications and identifications with you.
- You may be asked to complete a psychometric, aptitude and/or ability tests. These are enormously useful tools for employers to see whether a candidate will fit into their business. There are no right and wrong answers, so our best advice is approach them with absolute honesty.



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