



PREPARING FOR YOUR INTERVIEW

VG CHARLES & CO

1. THE INTRODUCTION

The introduction is very important and will determine how the interview will progress. The 3 key elements are;

LOOKS

- Preferably wear a dark suit. Remember cleanliness and tidiness is essential.
- Remember: The first impression is how they believe you will be seen by their clients and how you represent them as an organisation

SOUND

- A confident and projected voice should ensure that what you say is not only understood, but deemed believable. We recommend that you increase your voice by 10%. Avoid the use of jargon and never make assumptions.

APPROACH

- A friendly but professional approach with a firm hand shake and confident greeting is required in all meetings.

2. PREPARE FOR THE MEETING

- Ensure you have researched the company website, make any enquiries you can. Understand the background of the person you are meeting. Ensure you have full details of the role from the Consultant.
- Ensure you know where you are going, parking facilities etc.
- **Be on time !**
- **Any** information that you feel the company might require is best prepared in advance and taken to you interview. Interviewees that prepare are not only more confident but they are more likely to secure a 2nd interview, or indeed an offer of employment

3. REQUIREMENTS & NEEDS OF THE FIRM

- You need to establish the company's **needs/requirements** before you can sell yourself effectively.
- Once you understand these requirements, you can simply give them examples on why you successfully meet their needs.

4. BE DIRECT IN YOUR ANSWERS

- It is very important that you answer **ALL** questions directly.
- Telling the company too much is as damaging as telling them too little. Please remember that most Managers/Directors have rarely been trained in interview style or technique and normally recruit in their own image. If you can find a common interest, hobbies acquaintances, working practices, these can be invaluable in building a rapport.
- Prepare relevant questions.

5. REMAIN KEEN

- Remain positive about the opportunity at and never leave the interview without first explaining to the company that you want the position and why it is of interest to you.
- **NEVER SAY** “*Let me think about the role*”

If of course you do not wish to progress the application, tell them and explain why.

6. BENEFITS FOR YOU

- It would be wrong for you to accept any offer of employment, unless there is a benefit for you to do so.
- These BENEFITS need to be highlighted and explained to the company.
- Three or more examples would be ideal.
- Understand what motivates you and **do not** use money as your 1st choice, but do tell them how much you like their market, prospects, client base etc.

7. BENEFITS FOR THE EMPLOYER

- **NO** company will offer you employment **UNLESS** there is a **benefit** for them. It is therefore important for you to explain why the company will benefit from your employment, e.g. you can create new accounts; you increase their profitability, you solve client's problems; you can build new relationships; your successful track record, etc
 - Enquire if they have any **reservations** and overcome these
 - Then **CLOSE**. Remember a common reason that a company might give for candidates not being successful, is they felt the applicant did not exhibit confidence to ask for the business



8. PROOF OF ABILITY

- The majority of applicants rely on their personality and communications skills in order to secure an offer of employment. (**IS THIS ENOUGH**)
- Exhibiting your suitability during your interview can be greatly improved by producing examples of past success and/or **PROOF** of ability



9. REFERENCES

- Take any relevant **References** along to interviews. References provide more than just information on your history, they underpin your background and give the company confidence.
- **Two or Three** references e.g. past employers, with names and telephone numbers is usually adequate. If you have been out of work for a period of time, then names of past clients that you have dealt with could also be very useful.