



INTERVIEW ADVICE

We have seen candidates utilise a variety of approaches successfully – ranging from the very conservative to the highly risky. However, on the whole there are a few basic rules you can follow that will ensure you are best placed to do well and secure the position.

Research and Preparation

Researching the client is essential before you meet with any potential future employer. A client will expect, at the very least, that you know the basics about their company to clearly demonstrate an interest in their organisation. However, this is the minimum and we would recommend that you take the time to research the company and the position in detail. We will be able to assist with this.

Look at the industry and market trends for the company including everything from their last financial report through to the markets the company operates in, research competitor websites and trade publications through to confirming their company values. Having done this give some thought as to how you see yourself working within the company and how you can add value.

Presentation

As the saying goes “you only get one chance to make a first impression” – so make it count. Look good, feel good and believe that you will be successful. Always make sure that your personal presentation is impeccable - from your suit and shoes, to your eye contact and handshake. Use a firm handshake (even the ladies) and thank your interviewer for the opportunity to meet them. Don't slouch in the chair, sit slightly forward in an attentive manner and don't forget to smile – it helps everybody relax. Often your interviewer can be just as nervous as you.

Introduction

The interviewer will almost always ask for a brief run down about you and your background. Prepare and practice a short summary of your background, highlighting key areas of achievement that you think will be of interest to them.



Support Your CV

It is absolutely vital that you come prepared to provide evidence that supports your CV. The client will want to know the details of your key successes throughout your career, what revenue you have generated for your current company, how your actions have improved the profitability of a company or expanded market share, etc. These are the hard facts that clearly identify your capabilities and ambitions. If possible bring along a portfolio of the work you have completed to support your discussions. This can include marketing work or proof of your earnings to support your sales track record.

Ask Questions

Sales is about gathering information in order to identify a need and formulate a solution. Therefore use the interview to gather information about the interviewer and their business. Try to make the meeting a business discussion rather than a question and answer session. Remember, most people like talking about themselves and their achievements so ask your interviewer questions about themselves and their role. Their answers will give you a flavour of what type of person they will be looking for and the type of company it is you will be working for.

Sell Yourself

By listening attentively and asking questions you will gain an insight into the company and what kind of person they are looking for. Use this valuable information to sell yourself into the role focusing on the areas the decision maker has highlighted.

Summary

Summarise by stating why you believe you would be right for the role – let the interviewer know why you want the role and why you believe you will succeed using all the information the interviewer has given you.

Don't forget to thank the interviewer for their time. This is also a great opportunity to ask the interviewer for feedback on the interview – whether they have any reservations about you or your ability to successfully undertake this role. This provides you with an opportunity to overcome these concerns and leave on a positive note.