



## 3 Foolproof Job Interview Preparation tips

Failing to prepare for your job interview is the most common reason why people fail at interviews. Don't miss your opportunity to secure a great job. Prepare well to:

- Feel more relaxed
- Understand more about the job
- Anticipate the type questions likely to be asked
- Have good answers ready
- 'Sell yourself' better
- Leave the interview feeling like you did your best

### **How to prepare:**

#### **1. Research the company**

An essential part of preparing for a job interview is researching the company. You will always be asked "What do you know about our company?" The interview will be off to a bad start if you can't answer this, as it shows you are not willing to put the effort in to succeed. Get online and look at the company's website, and search for other recently published articles about the company. Prepare some questions. Take your notes with you to the interview and refer to them if you need to – it helps to show you have put some thought and preparation into the interview.

#### **2. Know the job**

Do some research on the job and where it fits in the company's structure. Look at the role description and build a profile of the type of person they are looking for. This helps you to have a clear idea of the skills and competencies they need. Translating a job advertisement to build a list of competencies is easy, see below:

Seeking a self-starter (1) to work in our fast paced environment where we work to strict deadlines (2) for optimal customer satisfaction (3). Working as part of a team (4) you will liaise with suppliers and (5) customers on a daily basis by phone and email (6) to keep the lines of communication open. Working as part of our vibrant team you will enjoy a varied role which includes receiving deliveries and picking and (7) packing of goods before issue to the client.

- (1) Confidence
- (2) Prioritising
- (3) Customer service
- (4) Teamwork
- (5) Communication – written and oral
- (6) Accurate reporting
- (7) Attention to detail



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### 3. Know yourself

This sounds obvious, but make sure you are familiar with the key points of your history and your résumé so you can be prepared to talk about your personal skills and competencies that are a fit for the role. This is one situation where it helps to have an “elevator pitch.”

An elevator pitch is a brief, persuasive statement that you use to spark interest in you. A good elevator pitch should last no longer than an imagined short elevator ride of 20 to 30 seconds, hence the name. Keep it interesting, memorable, and succinct, and be careful not to sound rehearsed or as though you are simply repeating the personal statement from your résumé.