



## **INTERVIEW TECHNIQUE – 5 Steps to Success**

### **1. Understand the needs of the person interviewing you.**

The professionals interviewing you are doing so because their careers depend upon it. In essence all you need to do, in order to maximise your own opportunity for success, is to understand the goals the interviewer has and then promote those areas of your experience and skills which will help them achieve their goals.

### **2. Why should they hire you? Know your stuff and know yourself. Be positive.**

The most successful people at interview are those who have memorised their CV details and possess a strong ability to promulgate their successes. If you know your career history minutely you will be able to provide additional factual and anecdotal information on any given subject, forcefully substantiating your case. Express the POSITIVE thinking behind the decisions and actions that you have taken throughout your career i.e. the focus towards something good and minimise the negative things you are trying to move away from. Before going for an interview invest some time in deliberation of the following areas of your professional life in relation to the specific opportunity:

What are my demonstrable skills in this professional discipline?

What are my actual experiences and notable achievements in this area?

Where are my real strengths and which areas am I not so strong?

### **3. Preparation and Questioning -Your best investment!**

Think of yourself in the position of the interviewer. How impressed would you be with a candidate who arrives with only a sketchy knowledge of your company and can hardly think of an intelligent question? When the time comes where the interviewer says, "What can I tell you?" how much more impressive will it be if you respond by saying something like, "Firstly, can I confirm what I think I already know (detail of size/ products/ clients/ partners), and then what would be valuable to me would be a better understanding of your...

...marketing strategy for European distributor channels?"

...research and product development capability in the UK?"

...quality procedures in the implementation of new contracts?"

...product integration capability with XYZ industry standards?"

...opportunities for career progression in the next two years?"

You could be employed with this firm for several years; there must be numerous issues that are vitally important to you in making a balanced and informed decision. **It is a certainty that the more insightful and testing you question, the more likely you are to be offered the job.**

### **4. If you are interested in the job, ask for it.**

Put simply; if the interview has been positive, you have promoted yourself well and the career opportunity sounds worthwhile, then ask for the job. You will never loose out by asking for commitment.

### **5. After the interview, remind them how good you are.**

There is a much greater likelihood of being invited back for further discussion if you write to the interviewer expressing thanks for the time; briefly setting out your understanding of their requirements; the key areas where you meet these criteria; your generic strengths as a candidate and requesting further contact to progress the opportunity.