



Preparing for an **interview**

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An interview is one of the most important steps in a selection process and the perfect chance for you to stand out. We have highlighted some general tips so that you can put your best self forward. Come see us in CDC for further preparation.

15 tips for standing out in an interview:

- 01 Polite & Punctual:** Be polite to everyone you meet and always be punctual. If an interview starts at 10, make sure you get there at 9.30.
- 02 Appearances & Confidence:** Be smart in your appearance and enthusiastic in your answers. The first few seconds of interaction are the most important in forming an opinion about someone, their attitude, caliber and capability. People will look at the way you dress, your body language, the way you speak. Something as simple as how firm your handshake is, eye contact, how you smile, how personable you are.
- 03 Nervousness:** Avoid telltale signs of nervousness such as tapping feet, tapping fingers or talking too much.
- 04 Body Language:** Listen carefully and read their body language.
- 05 Know your CV inside out:** Interviewers are busy people and they won't know your CV inside out. They may only skim through your CV. So, don't get defensive if you have to explain basic details about yourself. Make sure you can back up any figures, talk through dates, explain the reporting line for any jobs and explain positions of responsibility.
- 06 Job Description:** Have the job description at the front of your mind when sitting in an interview. It will give you clues about what the employers are looking for. Take the time to prepare examples of achievements to show you can perform the duties outlined in the description.
- 07 About Organization:** Study the company that you are applying to. Make sure to go beyond the basics such as the product/service they sell and when they started operations. Make sure you can talk about the business, the industry they operate in, their customers, competition, recent press stories. In the CDC website, we have attached an interview checklist that can help you prepare for your interview ([click](#)).
- 08 Benefits of Study:** Study on a company can hugely increase your chances of success at the application and interview stage because you will be able to tailor your answers to that specific employer. Before you start, create a framework of questions to build your research on such as:
 - a) Who is the company?
 - b) What do they do?
 - c) Who are the clients?
 - d) Who do they compete with?

- e) What current news or economic issues affect the company?
- f) Who are the people?
- g) What key skills are needed?
- h) What is the culture?

Then use reputable websites and services to conduct your research such as the company website, industry websites, newspapers, regulatory bodies etc.

- 09 Value proposition:** A good tip for standing out is to explain why the customers buy from the particular company i.e. what their value proposition is, what is going on in the industry. Showing that you prepared for your interview gives the interviewer the evidence of your hard work. Take time to search for your interviewer on business networking sites to see who they are connected with and what they are talking about.
- 10 Preparation for answers:** Prepare effective answers to likely questions. You can't predict what questions will be asked to you but in most situations similar set of questions tend to be used. Make a list of standard questions and sit down and write down the most effective answers. We have uploaded some general and common questions you can be asked in an interview (click).
- 11 Asking Questions:** Don't save questions until the end of the interview. Ask relevant questions throughout the interview. That means having interesting and relevant topics to ask about. Employers are looking for people interested in their business. Good questions show this.
- 12 Manage your behavior:** Your behavior or attitude is critical in the success of your interview. You probably will be nervous but there are very simple things that you can do to help influence the impact you make. Smile, offer a firm handshake, sit comfortably, don't fold your arms, sit straight, be positive and enthusiastic. Reflect positively about your previous employers.
- 13 Why should hire you:** Make sure you have at least 3 strong reasons why the company should hire you and not the next candidate. Make sure your positive attributes come across strongly.
- 14 Few basics:** Don't take basic details for granted such as the time and address of the interview and the pronunciation of the company name. Write down all the basics so that you are confident. See the interview checklist for more information (click).
- 15 Be positive.** If you don't get the job opportunity, learn from your mistake and ask for feedback so you can be even better.