

It doesn't matter if you've been to one or one hundred interviews, they are invariably daunting experiences. With thorough preparation though, as well as knowing a few tips and tricks to help you through, you should find that any interview loses its fear factor and instead turns into a great opportunity to sell yourself to the company you are applying to. After all, there is no need to doubt your credentials for the job. The company has already received, reviewed and approved the application form we sent to them, so you can be sure that your skills fit the job nicely.

Now it is all about selling yourself, and reassuring the potential employers that you are the right person for the role they have available.

INTERVIEW TECHNIQUES

Anyone walking into an interview without completing the necessary preparation is almost certainly destined for failure. Preparation is key, and will be the deciding factor when it comes to whether you impress the interviewers or not.

Research the company:

Find out absolutely everything you possibly can about the company. This includes the industries they work in, the specific working methods that they've adopted, what type of customers they serve – anything and everything, essentially. In order to find this, take a look on their website, read all the literature they send you and look on independent sites too, such as Wikipedia. They won't expect you to know everything about the inner workings of the company, but showing you've made an effort will impress them hugely.

Plan your day:

Before you wake up on the morning of the interview, you should have everything in place to ensure that it goes smoothly. This means you need to have the route planned (leaving plenty of time for hold-ups), have all documentation ready to pick up and all contact details for the company, should you run into issues while trying to get there. Also, make sure that they are able to contact you – charge your phone overnight and make sure emails are synched properly with the phone too.

Understand the role:

If you are applying for a role, it is vital you know what it entails, what skills are needed to complete it and why your specific skill set is a perfect fit for the role at hand. Read the description very, very carefully, as some roles might entail more aspects than you might otherwise think.

Make a great impression:

When you attend an interview, you should be dressed as smartly as possible. For men, a suit and tie are a must, while women should wear smart trousers or skirt and also a smart blouse or shirt. Keep colours neutral as well. In addition, shave properly, don't wear too much jewellery and avoid smothering yourself in lots of spray. If driving, make sure you don't wear your suit jacket in the car – if you do, the back will get creased and spoil the perfect look you are aiming for.