

## INTERVIEW TIPS AND TECHNIQUES

What a client is looking for and Do's and Don'ts.

We put these at the top so you can read them first – some are obvious but believe us when we tell you that our clients have seen it all!

You would be amazed at how hard some people try NOT to get the job!

Do' s – Do these all of them!

### BEFORE AND DURING THE INTERVIEW

#### **Do - Find out as much information as possible about the company**

Go on the web look at their site. If you can't find it contact us and we can give you the correct link. Read it a few days before the interview and again half an hour before. If you can tell the interviewer a little about their own company, it WILL impress them, guaranteed.

#### **Do - Plan and know where you are going and arrive early**

You can use the [multimap](#) link on this website or use a route planner like [the AA](#) Arrive late and you run the risk of not having enough time for the interview or worst case not being seen at all! Make sure you plan your route, even do the journey the night before, as there may be road works that weren't in operation a few days before. If you are genuinely running unavoidably late - please telephone us on 0870 011 4499 to enable your consultant is able to get a message to the client (at least 15 minutes before the interview is due to start).

#### **Do - Dress for the Role**

All of our clients specialise in customer facing sales industries. You will be facing people face to face in a customer-focussed industry and you will need to make a good first impression when you are representing a company. Body piercing (except small earring studs for ladies) and excessive jewellery should be removed before interview and all body tattoos should be well covered. Guys, Keep your suit jacket on at all times during the interview even if on a hot sunny day!! All clothing should be clean and smart (shirt, tie and trousers suits for the gentleman and skirt or matching trouser suits for the ladies). Take a long look in the mirror and ask yourself 'Would I buy from this person?' Statistics show that many clients will take you at face value just one minute into the interview! What a shame to blow it on first impressions.

#### **Do - Be pleasant and communicate with people as soon as you walk through the door**

Once inside the building, be nice to the receptionist, sales staff or anyone else you come into contact with. After all, you hope to work alongside these people. It's easy to let interview nerves overcome your normal self and some people can often appear nervous and appear to be rude to receptionists as they mentally go over their notes, etc. Existing staff are often asked by the interviewer for their opinion of candidates, as you will be joining their team - so be aware of this.

#### **Do - Be confident and relaxed**

We are all human and so is the interviewer! We all make up our minds about people just after we meet them- interviewers are the same. A confident handshake, lots of eye contact (and we mean lots) and a smile will go a long way in the first few seconds. Be yourself and slow it down.

#### **Do – Keep to the point**

When asked a question, keep the answer short and if possible finish with a question. Also ensure you are answering the right question don't be afraid to clarify what they are asking. Some answers deserve a yes / no answer. " Are you willing to work late?" can be answered "yes" or "no". The details, such as you go to the gym on Tuesdays and pick the kids up on Thursdays, can be discussed at another time. The general answer is "YES".

#### **Do - Ask lots of questions**

Appear as interested as possible refer to your homework and come with a few questions in mind. Here are a few:

What long-term career progression can you expect?

Where does the interviewer see their company going in the market place?

How long has the interviewer worked for the company  
Do they offer fast track management training?  
What incentives do they offer for over-achievement?  
What product/ sales training do they offer?

### **Don'ts – Don't do these!!!**

Watch your body language and other stupid things people do at interview!  
Don't cross your arms (sign of negativity)  
Don't fold your arms behind your head (sign of arrogance)  
Don't yawn, pick your nose or otherwise seem uninterested.  
Don't argue with the interviewer (Doh!)  
Don't chew gum (Doh! x 2)  
Don't take a mobile telephone call halfway through the interview (turn it off leave it in the car)  
Don't wear a personal headset, stereo, bluetooth headset  
Don't swear (No S\*\*\* Sherlock)  
Don't fall off the chair during the interview

Finally relax enjoy the interview and be yourself they are more interested in you as a person and what you can bring to their organisation than somebody putting on an act.  
Believe us this happens every day and every day candidates don't get the job!

### **ASSESSMENT AND SELECTION EVENT DAYS – WHY AND WHAT TO EXPECT**

Assessment days are used by companies to ensure work team compatibility, predict future job performance, they are objective and unbiased and gives them the opportunity to review suitable candidates available to them in an environment outside their normal outlet.

Assessment days give you the candidate the chance to sell yourself. They normally last for a day or a half a day and you will find the whole event extremely informative, usually fun and almost certainly challenging. Remember that you are being assessed at all times in the core areas, but you should always remember that it is as important for the company to employ the right person to do the right job as it is for you to find a career that matches your skills, aptitude and career aspirations and salary expectations – the last thing both you and the client want is to make the wrong decision – these events give you a first class opportunity to really find out about the job role and career opportunities and likewise the company about you!

See the list of Do's and don'ts at interview, because – assessment and selection days are exactly the same unless we advise you otherwise

### **PSYCHOMETRIC TESTING AND PERSONALITY ANALYSIS – WHY AND WHAT TO EXPECT**

More and more companies are using some form of Psychometric testing as part of the final selection process. They are uncannily accurate often to within 90% and give a very clear picture as to the type or individual they are likely to be employing. Your motivation levels and communications skills are just a few examples as to what underlies the test. For a comprehensive example go to the client section of this site! In consideration you should remember that at the end of the day the client has a specific need and requirement to ensure that they get the selection right both for them and you. There is no point in you starting a position only to find that it wasn't quite what you were looking for or didn't match up to your expectations or skills. Bearing this in mind you should not feel fear or worry about taking a Psychometric test it is a normal part of the selection and recruitment process for many forward thinking organisations and their discovering whether to hire or not is not usually solely made on the results.

Do answer the questions honestly

Don't try to read too much into the questions

Do try to answer swiftly throughout the analysis

Don't try to link questions together – modern testing techniques pick this up immediately

Don't worry about what the test results will show – they cannot read your mind just give a broad description about you as an individual.

Don't worry if your application is unsuccessful- there are no passes or fails they are just designed to match the core competencies of the job role with your key skills.

If you are interested in taking a Psychometric analysis for your own personal use please feel free to contact us and a consultant will advise you on the right test for you.

### **TYPES OF QUESTIONS YOUR INTERVIEWER WILL ASK!**

These are top questions some of which will almost certainly come up at some stage of the interview, and you should carefully consider your answers bearing in mind that these roles are almost certainly customer focussed and more than likely to be in a sales environment

What do you know about the job role or the industry?  
Describe a difficult problem you've had to deal with.  
What are the reasons for your success in a sales environment?  
What is your energy level like? Describe a typical day.  
What motivates you and more importantly why?  
How do you obtain buying commitment from your clients?  
How do you identify sales opportunities?  
Where are you on your current company's league tables?  
What sales awards or competitions have you won?  
How do you organise and plan your day?  
How do you prioritise your sales calls?  
How many hours a week do you find necessary to work to get your current job done?  
Why do you think you would like this type of role?  
What kind of experience can you offer this company and job?  
What personal characteristics are necessary for success in your field?  
What interests you most about this job?  
What are your biggest accomplishments?  
What do you know about our company?  
Why would you want to work here?  
What motivates you and more importantly why?  
Strengths and Qualities  
What are your greatest strengths and why?  
What are your outstanding qualities?  
What are your greatest weaknesses and why?  
General Questions  
What was the last book you read (or movie you saw)? How did it affect you?  
Do you have any questions?  
How interested are you in sports?  
What paper do you read?  
What music do you like?  
The kind of person you are  
Tell me about yourself.  
What motivates you and why?  
Rate yourself on a scale of one to ten.  
What kind of things do you worry about?  
What is the most difficult situation you have faced?  
What have you done that shows initiative?  
What are some things that bother you?  
What are your pet hates?

### **DON'T FORGET TO PREPARE**

Practise these questions in front of a mirror or with a friend or family  
Practise your answers in front of a mirror or with a friend or family  
Get your self prepared!

**Lastly GOOD LUCK! And please contact us immediately after the interview with your feedback!**