

YOUR SAY

ONE of my greatest frustrations as a recruiter is when great candidates don't get jobs they are absolutely right for, because they fail to observe two basic interview fundamentals.

Firstly, preparation. Candidates consistently let themselves down through inadequate preparation. An interview is your chance to shine, an opportunity which may change your life, do not waste it.

Spend a few hours thinking about what you are about to face. Make detailed notes and think about your strengths, your current role, what motivates you, your skills, and what makes your job enjoyable.

Think about what you can offer, your selling points. Prepare real questions to ask. All basic stuff. Immerse yourself in the company you are going to see. Go through their website, know their history, their portfolio, names of directors, and read their press releases.

This will achieve three things: You will be more knowledgeable, you will be more confident, and most importantly – your preparedness in itself will speak volumes to the interviewer.

The second failing in some of the best salespeople, is forgetting that their first job is selling themselves. Don't be afraid to



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display your talents. Without being arrogant, tell the interviewer why you are good at what you do. Make the opportunity to tell them you are the best candidate for their job, and why you want to work for them.

Be friendly, the interviewer is going to work with you, keep smiling and be positive! Close. You are a sales person, always ask for the job, and always ask how you have done. This impresses on the interviewer that you can close, and also, if there are any genuine objections, gives you the chance to address and overcome them.

Candidates need to commit to the interview as their one chance to make the sale. Give it your all – prepare, pitch and close.