

DELIVER A KNOCKOUT INTERVIEW

Here are some tips and strategies for effective interviewing from preparation through follow up:

#1. Do Your Homework

Before the interview, you should do basic research into the company: key people, their products or services, locations, competitors, and the latest news on the industry. Start with the company's website, research databases such as Hoovers, local newspapers and business publications, and professional associations servicing the industry.

#2. Practice Makes Perfect

If you have never interviewed, or haven't done so in awhile, get ready by practicing with a friend, parent, or mentor. Be able to easily answer the typical questions that may be posed to you ("Tell me about yourself." "What are your strengths and weaknesses?" "Where do you hope to be in five years?" "Why should we hire you?").

#3. Get Down to the Details

Punctuality, proper attire and strong stage presence all contribute to a performer's professional reputation. Similarly, you should pay attention to the small, and often overlooked, aspects of an interview. Select your outfit the night before -- a two-piece suit is always appropriate, even if the company touts a casual dress code -- and make sure it's clean and neatly pressed. Map out directions to the office, plan to leave early and know whom to call in case you get stuck in traffic. Finally, get a good night's rest so you'll be alert for the big day.

#4. Share Something Personal

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#5. Ask Questions

It's worthwhile to consult your interviewer regarding questions you may have about the firm or role. In fact, coming to the meeting with a few queries of your own is a great way to further convey your interest in the job. Inquire about opportunities for growth as well as the company's long-range plans. Discussing these issues will help both of you determine if you'd be a good fit for the position

#6. Go Out with a BANG!

End on a high note by expressing your appreciation for the interviewer's time and consideration. Also, send a thank-you note to reinforce your interest and ability to excel in the role. A carefully crafted message will advance your candidacy and leave a positive, lasting impression with the hiring manager long after you've left.



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