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Interviewing Techniques: 4 Tips for Success

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Preparing for a job interview is not only stressful, it can be downright nerve-wracking. Making a great impression during the interview process is critical to obtaining a job offer. Preparing yourself before the interview can help you reduce pre-interview anxiety and help you effectively to market your skill. The following tips and strategies will help you to prepare for an interview that will allow you to market yourself more effectively in order to obtain a job offer.

**Company Research**

Researching the company you are interviewing with is critical in preparing for the interview. It will help you to answer one of the most frequently asked questions: *Why do you want to work for this company?* The following information will be helpful when conducting research on a company:

- What does the company do?
- What is the company’s mission and goal?
- What is the total number of employees?
- What information does the Annual Report include?
- Who are the company’s main competitors?
- What is the company’s history?
- What other location are there?

When you know this information before the interview, it shows the potential employer that you have taken the time to learn more about the company.
**Appropriate Attire**

What you wear during the interview is essential for making a positive first impression. The way you present yourself can make the difference in whether or not a job offer is made. You must dress appropriately for the industry and position you are interviewing for. For example, if you are interviewing for a building engineer position, clean and pressed work clothes will be an appropriate attire. The following are general guidelines that are appropriate for most interviews:

- Wear a solid color and conservative clothing.
- Wear coordinated blouse or white long sleeve shirt.
- Wear clean and polished dress shoes.
- Have neat and professional hairstyle.
- Have cleaned and manicured nails.
- Use cologne or perfume sparingly.

Your interview attire should be clean, conservative and professional. What you wear for the interview is essential to nailing your first impression.

**What to Bring to the Interview**

Being prepared for the interview with the appropriate documents and material will increase your confidence and make a good impression. Always remember to bring the following on the day of the interview:

- Copies of your resume for each person who is interviewing you.
- A completed job application (if necessary).
- A list of references with contact information.
- A notebook and pens.
- A calendar or day planner.
- Your portfolio such as work samples, licenses and job certifications.

Being prepared also means having the necessary documents ready for the interview. Also, as a precaution, always have your reference list handy and updated with up-to-date contact information.
The Day of the Interview

It is recommended to arrive to the interview at least 10 to 15 minutes before your appointment. Being late for an interview creates a bad impression, and it can potentially eliminate you from consideration. Being on time will help you to reduce pre-interview anxiety and it will communicate your consideration for the potential employer’s time. Always remember that your first impression begins when you arrive for the interview.

By following these important steps, you will feel more confident, and you will be able to market your skills more effectively. The key to a successful interview is to be properly prepared.