



HOW TO ACE THAT INTERVIEW AND SNAG THE PERFECT JOB

Your CV may qualify or disqualify you for a position but only your personality can get you an offer

(Article originally printed in Hampstead & Highgate Express - December 2003)

It's worth remembering that if your CV creates the interest, it's your personality that gets you the job. So you have been lucky enough to be asked to go for an interview. What you need to know is what the potential employer is assessing you on.

It's your body language, voice projection, quality of answers, energy and charisma.

The other thing you need to be aware of is the importance of letting the interviewer in and trying to be as natural as possible. Within a short space of time they want to be able to judge you on the following:

Why are you here?

A good answer will give convincing reasons for choosing to apply to their particular company or role.

What can you do for me?

This refers to your skills, achievements, experience and knowledge, which provides the interviewer with enough information to establish whether your previous experience matches the job specification.

What kind of person are you?

This question refers to your values and what motivates you, how well you work in a team or individually, how good you are at influencing and negotiating.

Can we afford to employ you?

They have to find out what salary you require and your views on the total package and those features on which you are willing to negotiate.

What level of risk are you?

The interviewer is looking for answers to certain questions, which include:

- Will you be able to do the job?
- Will you be absent often?
- Will you give maximum energy to the job?

- Will you adapt to change in a new environment?
- Will you mix satisfactorily with colleagues?
- How long will it take to master the role and become productive?

Points to Remember

A job interview has been likened to a first date. It could be "the start of something big" or over forever after 30 minutes or less.

Remember: It isn't only what you say that counts. 55 per cent of your impact depends on body language, more than 30 per cent on voice tone, and less than 10 per cent on words.

The purpose of a candidate going to an interview is to be offered the job; likewise, the interviewer is keen to fill the post as soon as possible. If you can demonstrate what it is that makes you tick and why you stand out from the competition, and why your experience and achievements make you the right person for the job, then you are doing the interviewer a favour, not the other way round.

Expect to be assessed on interview behaviour:

- Greet the interviewer with a SMILE and remember to smile during the interview.
- Listen carefully; if you haven't heard or understood the question ask for it to be repeated.
- Speak clearly, with energy and conviction.
- Establish eye contact (look at the interviewer - but don't stare): look interested.
- Pay careful attention to body language (non-verbal communication), avoid any mannerisms, which may irritate people e.g. fiddling with a pen, hair or glasses. Try to be natural, have a conversation with the interviewer.