

Before the Interview

A video resource to help candidates prepare for interview success!



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Managing Executive: Marketing and Strategic Relationships



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Preparing for the Interview

How to Prepare

- ① Someone wise once said, “Failing to prepare is preparing to fail.” This is true on the field and it is equally true in interviews. Interviewing is a skill so your preparation and practice enhances the quality of your performance. Taking the time to prepare can make the difference between getting a job offer and being rejected. Follow the tips in this presentation and link to our resources so you can ACE your next interview.





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Quest Home Page

All job seeking resources mentioned in this presentation are available at:

<http://www.quest.co.za>.

Resources are free to download!



Preparing for the Interview

Research the Company

- Read the company website and search the company name online to find interesting facts and news. Learn to speak their language! Read their vision, mission and value statements.
- For example, if “**Customers First!**” is one of the core values, be ready to talk about how you have delivered excellent customer service in your previous work.



Network!

- Find people who work for the company to talk to either in person or online ([LinkedIn](#)).



- [Use the form](#) from the resource pack to write down information you learn about the company.



Preparing for the Interview

Research the Company (cont.)

- **Find this information about the employer:**
 - What they do, make or sell?
 - Who are their customers?
 - What sort of organisation are they (local, national, global)?
 - Do they have a parent company?
 - Do they have subsidiaries?
 - What is the job likely to require?
 - How can you best describe your skills to match the job?
 - Is there recent news about something good?
 - What charities do they support?
 - What is the name of the CEO?
 - Are they on social media? What do they say there?



Preparing for the Interview

Prepare Questions

- 🕒 Prepare a list of at 4-6 questions to ask the interviewer.
- 🕒 Make sure that these questions are not covered on the company's website!



- Preparing to ask good questions shows that you're interested in working for the company, you gave the interview some thought in advance, and you are not just applying for any job that comes along.



Preparing for the Interview

Know the address and directions

- 🕒 Make sure you know how to get to the interview! There is no good excuse for being late. If possible, go to the interview site before the interview so you know where to park, where the bus drops you off, where the entrance is, etc.
- 🕒 This ensures you will be on time and feeling relaxed.





Arrive Early!

- When you arrive, greet the receptionist and remember his/her name so you can say thank you on the way out. You make your first impression on the company in the reception area.

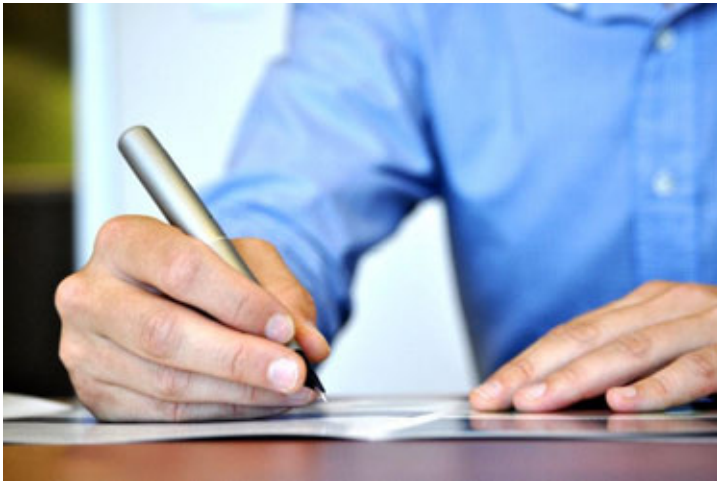


Preparing for the Interview

Skills

🕒 Use this form from the resources write a list of skills that you bring to the organisation. If you don't write it down you can easily forget during the interview. Think of evidence that will back your statement.





Give Examples

- Write down one specific example for each skill of how you have used the skill in a work environment or at school if you **haven't held a job before**. The interview is the time to sell yourself but selling requires preparation.



Preparing for the Interview

Practice!

- Pick ten hard questions and hold a mock interview with a friend. Ask your friend to critique your performance and your answers so you can improve.
- If you or someone you know has a video camera, ask them to film your practice interview. Watching yourself will help you improve your performance.



Preparing for the Interview

- Write down answers to common questions, such as "What are your strengths and weaknesses?"; "Why do you want to work here?"; "Why should we hire you?"; and "Tell me about yourself."
- Visit "Quest Job Tips" on Facebook where Missy Quest posts interview practice questions.
- [Download 140 interview questions here.](http://www.quest.co.za)
(available on <http://www.quest.co.za>)



Preparing for the Interview

Get References

- Find at least three key people who are willing to give you a professional reference. Ask their permission before adding them to your CV. Be certain to ask them how they want to be contacted by employers.



Get References

- Try not to use family or friends for references.
- Instead, use managers or co-workers from previous jobs or teachers or professors from school.
- You may be asked to send references at a later time, but you should bring the references with you to the interview so **you're** ready if asked for them.



Preparing for the Interview

Bring Necessary Documentation

- Make a checklist of documents that you will need for the interview so you do not forget anything. Documents you may need include copies of your CV, your ID document, driver's license, or senior certificate. The recruiter will often inform you of these requirements in advance, so do not arrive at the interview without them!



Prepare Your Documents!

- If the interviewer asks for something additional that you did not know to bring, be sure to get it to them as soon as possible.





Preparing for the Interview

Get the Right Look

- Deciding what to wear for the interview will depend on what sort of work you will be doing. Decide what to wear and get your clothes ready the day before your interview.



Dress to Impress!

- Aim for a neat, clean and professional appearance. When you look good, you feel good.
- Unless specifically told to dress casually, always dress your best.
- Keep to neutral colours and always keep modesty in mind!



Preparing for the Interview

Investigate Your Interviewer

- If you know the interviewer's name ahead of time, you can research them online. Do a Google search and see what you find.
- Search on LinkedIn for the person and if you find them, review their profile to see how long they've been in the company, where they worked before, where they went to school.



Find Something in Common

- You may find that you have someone in common **with the person you're about to meet.**
- Maybe you went to the same schools, grew up in the same town, or worked at the same company at different times.
- Maybe you just share an interest or hobby with them.



Preparing for the Interview

Prepare for the Negative Question

- If you have something negative in your background, plan to be asked about it.
- Write down some details about the negative situation to prepare for the question:
 - What you learned from it.
 - Changes you've made because of it or training you've completed.
 - How the experience makes you a better candidate and employee.



Place it firmly in your past!



- The key is to portray confidence that you are better for the experience and that it will not be repeated because you have changed, or the circumstances that caused the negative have changed.



Preparing for the Interview

List Your Accomplishments

- Write specific examples of your accomplishments.
- Relate these to the job description.
- Why do your accomplishments make you a good fit for the company?
- Be ready to sell yourself in terms of your own success.



Preparing for the Interview

Make Up an Interview Kit

- Preparation means you're ready for anything. If you're well-prepared, then you'll have less to worry about and you can relax and focus only on the questions you're asked. If you're worried about your phone ringing, about finding change for the bus after the interview, if your stomach is grumbling from hunger, or your mouth is dry, your focus is split and you'll be less effective. [Use this checklist to think about what you need to take with you to your next interview.](#)



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