

After our CV Tips and Tricks received fantastic engagement, we thought we would continue the series and provide Interview Tips and Tricks as well. In an ever-changing work environment, staying relevant, competitive and in control is crucial in being noticed and being considered for a role. Here are a few important interview tips to calm your nerves and prepare you for the important day:

Interview Tips and Tricks:

- Research, Research, Research. You should go the extra mile by liking and following the company on social media, reading up on their blog and take a genuine interest in their industry.
- By doing this research, you will be able to identify where you may best fit in. This will be valuable "ammunition" for you in the interview. Show how your personality fits in with their culture.
- Know the product, service, industry as well as the job description, expectations and requirements. Knowledge is power!
- Prepare ahead of time for Interview questions. Although you might not know the exact questions, you can prepare responses that can be used on a variety of questions.
- Practice body language and mirroring the interviewer.
- Understand the jargon that is used in the company's field. Showing that you understand "FMCG" provides the recruiter with the confidence that you are invested.
- Smile often. Be aware of the face and facial expressions you are displaying.
- Avoid speaking badly about previous employers and why you left or got dismissed.
- Don't say "I don't know". It portrays lack of knowledge and laziness. If you are truly unsure, try to buy yourself some time by saying "Mr, could I please get back to you tomorrow on the matter while I familiarise myself with the topic?"
- Prepare questions to ask the recruiter. E.g., Are there developmental opportunities available? I am really passionate about social responsibility. Will there be an opportunity for me to get involved?
- Negotiate salary. Although many leave the interview avoiding this topic altogether, it is a necessary consideration for you. You need not bring it up immediately, but you can bring it up when you are asking questions. Try to negotiate for 10% above your previous salary or the advertised income.

- Follow-up and ask for feedback regardless of the result. If you were turned down, don't you want to know why? These shortcomings can help you to ace the next one.
- Review your social media and make sure it appears professional
- Most importantly, be genuine!!!

That can be a lot to remember and consider. Here is an acronym to help you remember some of the most important considerations:

I-N-T-E-R-V-I-E-W

- I-Initiative contact
- N-Neatly dressed
- T-Arrive on time
- E-Be Enthusiastic
- R-Be Relevant
- V-Show Vitality
- I-Take Initiative
- E-Be Eloquent
- W-Learn Wisdom

Good luck and let us know how it goes!