



Selling Yourself at Interview

Key Tip:

Prepare for your interview as you would a business meeting. Research who you are meeting, the company, their results and any recent/current news. In these days of social media, YouTube etc, there are plenty of resources at the touch of a keyboard!

Approach your interview fully prepared to 'sell' yourself as well as being ready to deal with any likely questions eg gaps on your CV; career breaks; why you want to leave your current role etc

In brief:

- 1) Research the company and the contact
- 2) Clearly define your key objectives for a career move
- 3) Know your numbers: specifically past & current achievements; performance against targets etc
- 4) Sell how you can add immediate and long-term value to the role and company: industry knowledge and experience, core skills, people management ability...
- 5) If you like the company, don't be shy – tell them!
- 6) Finally, put yourself in their shoes. What will they get back from their investment / why should they be paying that amount of money for you?

Good Luck!