

### Selling Yourself at the Interview

The interview process is used to select the best candidate from the limited information that is at the interviewers disposal.

A good interviewer attempts to gain an insight into your personality and character and to ascertain how you will fit into the role for which they are recruiting.

Your technical and professional ability is not what is all-important. In a pressurised business world, employees need to demonstrate flexibility, teamwork, dedication and enthusiasm amongst other attributes.

You must be able to communicate and demonstrate those qualities that set you apart from the competition. To perform well at interview you must convey the following in your descriptions of your character and ability:

- \* Motivation: Take the opportunity to ask questions of your interviewer. This will convey enthusiasm and motivation, a thirst for knowledge coupled with a desire to get things done.
- \* Energy and Drive: Someone who is prepared to put in the extra effort required to get the job done.
- \* Confidence: Display a confidence and poise in your interactions with individuals at all levels in the organisation.
- \* Determination: Not to be confused with stubbornness. Convey a desire to conquer problems despite difficult situations.
- \* Attitude: Someone who is open and friendly but professional always, a team player.
- \* Reliable: Self-motivated with an ability to work independently with a minimum of supervision.
- \* Honesty and Integrity: Each company has it's own code of conduct. Display an ethical responsibility for all actions undertaken by you both positive and negative.
- \* Listening Skills: Be an active listener. Take time to listen, assimilate the information and respond.
- \* Analytical Skills: Ever more important, weigh up each problem and find a balanced solution.
- \* Dedication: Display pride in your work and the dedication to see each task through to completion in a timely manner.

This is your one and only chance to demonstrate your potential and the reasons that you should be hired. You have a limited amount of time to make vital points and sell yourself to your prospective employer.

You don't get a second chance so don't waste the initial opportunity to make an impact.