

TIPS SHEET TO ACCOMPANY:

Marketing Fashion 2nd edition by Harriet Posner

Interviews

- Prepare thoroughly, research the company and gather background information on the skills required for the job.
- Research latest industry developments and trends so that you are knowledgeable and informed if asked during your interview.
- Confirm beforehand if you are expected to take anything with you such as examples of previous work or a portfolio.
- Make you sure know exactly where to go, how to get there and allow enough time for transport problems or hold-ups. Try to arrive about ten minutes ahead of your interview time.
- Think about a suitable outfit to wear and make sure it is clean, presentable and still fits. It is a good idea to try your outfit on well before the day of the interview. Check for missing buttons, holes or dropped hems.
- Take a copy of the job application and your CV with you. Read these in preparation while travelling or waiting.
- During the interview stay calm and make eye contact with the person or people interviewing you.
- Answer any questions politely and concisely. Try to use positive and action words in your responses which are suitable, relevant and true to you (see page 224 of *Marketing Fashion 2nd* edition for a list of words).
- You should get an opportunity to ask questions at the end of the interview. Start with questions about training and appraisals. You can also ask about career prospects and opportunities for growth and clarify any queries about the job specification and responsibilities.
- Save questions about pay and holidays until last or, even better, double check details with Human Resources before or after the interview.
- Find out when you can expect to hear if you have been successful.
- Thank the interviewer/s for their time before you leave.