**Interview Strategies and Skills**

Every ambitious job seeker aims to gain their employer's attention, impress their interviewers, and ensure that they have productive interactions with the hiring managers to secure their position within their organization. Your interview performance is not only based on your responses that you provide to their questions, but also a number of other elements such as your attitude, your display of professional etiquettes, they way you dress, and the confidence with which you can maintain a rapport with others without displaying any signs of stress, fear or confusion.

Interviews rarely ever come with second chances. The most reliable strategy to adopt if you are determined to leave a lasting impression on your interviewers is to practice structuring responses with the following key elements taken into account:

* **Do ample research associated with the organization:** Some examples include new projects being launched, studying their main sources of revenue, target market or customer segments. When you appear for your meeting with an abundance of information to share, this will serve as a foundation for fruitful discussions, provide the employer with the security that you have a genuine interest in the success of their company, and reinforce your sincerity towards finding ways to support their company vision.
* **Refer to examples** where you applied skills relevant to the job role in order to secure tangible and intangible outcomes such as increased clientele, improved customer feedback, or strengthening of profit margins.
* **Refer to internships, volunteer or professional experience** to provide evidence of your commitment to professional growth. Active learners promise greater adaptability, and faster transitioning to the new company culture and job responsibilities. Also, the wider your professional exposure, the easier it will be for the company to train you and adjust you within their department without need for constant supervision or mentoring.
* **Do not be overexcited, panic or try to command the conversation**. Instead maintain a conversational tone so that the interaction does not sound forced, awkward or aggressive.
* **Listen carefully to the question being asked:** There is a strong temptation to respond with answers to questions that you may have ideally wanted the interviewer to ask, but that does not mean that you can disregard their request, or ignore the need to communicate what has been asked precisely by the interviewer.
* **Demonstrate exemplary integrity and work ethic:** Do not sound desperate or make claims such as the ability to do anything it takes to succeed in the field; instead reassure the hiring committee that you will take the steps in compliance with the standard processes, procedures and code of conduct to maximize the benefits that can be accomplished for the organization.
* **Remember that this interview is not only about your strengths**, but how you think possessing those strengths can improve company performance.

Excelling at interview skills is a process that takes time, effort and a lot of homework. In order to be sure that we are providing you with an abundance of knowledge to aid your job search goals, here are additional recommendations to utilize when preparing for your upcoming interviews:

* **Be positive**: HR experts have mentioned repeatedly that nothing ruins your chances of making a great first impression more than referring to old bosses, colleagues or acquaintances in a negative way. You may have not enjoyed your previous job roles or projects, but never make the mistake of mentioning this during your interview; always maintain a consistently positive outlook where you consciously recall your past experiences with positive energy, and express gratitude for learning experiences and skill building avenues that they provided.
* Expressing negativity or frustration instantly indicates that there are chances of you not being able to adjust well within the new company culture, and that is not a risk that most employers would want to take.
* Even if the interviewer does ask why you left your old job, responding by referring to need for more team work, professional development opportunities, or stronger challenges to take your competencies to the next level of proficiency.
* **Be precise:** Whenever possible, use numbers to prove your points. For example, instead of saying you have experience being a great team player, it is more useful to say that you have been a powerful member of teams consisting of up to 10 members. Try to bring attention to your accomplishments, milestones, or even grades with factual numbers because there is a greater likelihood of the interviewer being able to remember them.
* **Share you industry knowledge:** It is great do your homework associated with the company in particular, but it would even more valuable to engage in more detailed research regarding the industry they operate in, main competitors, and new rules/regulations that may impact their performance, or new trends surfacing in the industry that can impact their performance in good or bad ways. This can serve as a great foundation for insightful discussions, and will impress the employer with your knowledge associated with the economy and general affairs.
* **Make use of action words:** The impact of the information you share with the hiring manager will be closely tied to the language and vocabulary you will be using to convey it. For example: "I do sales" is not quite as convincing as "I manage sales and customer relationship management to support fulfillment of financial goals."

Using action words such as managing, leading, conducting, overseeing, etc. are great ways to define your accomplishments in a more professional and persuasive manner, thus allowing you to sound like a candidate that knows and understands how to handle their job role effectively.

* **Maintain humility:** While you are trying to promote yourself as the best candidate, also remain humility and modesty so that you do not come across as overconfident or selfish. Avoid delivering answers that will make it sound like you think that you know all the information already, and have nothing else left to learn in your field. Instead, demonstrate enthusiasm towards being a proactive learner, knowledge sharer, and ambitious individual that wants to work together with the management to produce outstanding results.

An excellent resource to use when interview planning is to visit your career guidance officers at your university of enrollment, visiting ForUs.Jo portal to see how the tools available can polish your preparation, or you can call the experts on the 117 111 hotline from your landline or cell number to learn more tips and tricks to become a master at interviewing skills.