



For telephone interviews.

These are more staccato with less niceties than a face to face. Be ready to go from the outset. You will often sadly simply be “the next one” and the interviewer is often just looking for reasons to make the pile in front of them smaller.

Physical Preparation

- Stand up or sit upright - it puts air in the lungs and deepens your voice.
- Do 20 minutes exercise to get the blood and oxygen pumping
- Dress as if it were face to face.
- Smile while you are talking.

Admin preparation

- Be in a room where you won't be disturbed by dogs, children or family.
- Have your diary and a note pad and pen to hand (forget electronic - write on paper and transfer later).
- Be ready at least 15 minutes ahead of time.
- Re-read the job advert, the job profile and your CV - have them to hand and easily accessible - spread out so instantly visible.
- Check their website for any news items posted that day.
- Google news search the company name - use date search facility since you last googled them, specifically the last 24 hours.
- Imagine a lamp, chair or a picture is the interviewer. Speak to “them”.
- Write down the interviewer's name in LARGE letters - and use it.

Content preparation

- Identify 3 reasons why you are qualified for the job (NOT certificates!).
- Identify 3 reasons why you want to work there.
- Identify 3 differentiating things you bring to the table.
- Tell stories/describe case studies. Evidence outweighs empty claims.
- Note and reuse key words that seem to be part of the corporate culture.