



Mastering the Interview:


Strategies for Success





Introductory research


 **Organizational background**
Understand the origins, development, and significant achievements

 **Current events**
Keep abreast of recent industry updates or announcements

 **Position requirements**
Understand anticipated duties and obligations


 **Products & services**
Have a fundamental comprehension of products or services rendered


 **Work atmosphere & ethos**
Acquire insight into the work environment


 **Interviewer profile**
Familiarize yourself with their role, identify possible mutual interests to foster rapport


Tip: Look at company website, job requirements, LinkedIn


Intermediate research

 **Executive team**
Research the profiles and functions of pivotal leaders

 **Product & service portfolio**
Enroll for a trial or demonstration where feasible


 **Company performance**
Assess financial health, growth indices, and competitive standing


 **Client base**
Familiarize yourself with the company's clientele and their needs


 **Market dynamics**
Explore overarching patterns and industry hurdles


Tip: Look at company website, company social platforms, annual report, quarterly earnings statements, press releases


High-level research


 **Competitors**
Analyze competitive landscape and differentiation strategies

 **Investors & funding**
Examine funding history and investor backgrounds

 **Employee & client testimonials**
Seek insights from existing or prior staff members and clientele

 **Customer | client feedback**
Grasp the strong suits and areas for improvement of the product and/or service

 **Corporate direction & objectives**
Research long-term strategies and aspirations

 **Innovation & new ventures**
Examine recent breakthroughs or announced products and projects

Tip: Look at Crunchbase, Glassdoor, LinkedIn, various investor resources