

IMAGE TIPS

How you present at interview can be about more than just what you say – how you appear and present can also be important. How you look is your business. However, there are some general tips designed to help you through the interview process.

Did you know that the TOTAL IMPRESSION you leave with people is: 55% how you look; 38% how you sound and only 7% what you say!

Here are some tips to help you improve your TOTAL IMPRESSION...

- Always arrive ON TIME- plan your trip and never be late!
- Be wary of odours- try not to smoke prior to interviews, use breath mints, deodorants and perfume/cologne (note- it can be just as important to make sure that perfumes and aftershaves are not overpowering).
- Never take more than two hand-held items into a meeting- if you have extra items such as an umbrella ask to leave them at reception.
- Always stand to greet the people that you are meeting, smile and shake hands- the handshake should be firm (not too firm, not limp and not consoling). Watch the length of the handshake- it should be two to three smooth shakes then let go.
- Always maintain a good level of eye contact with everyone involved in the meeting.
- Be aware of your posture- try not to slump or wriggle around in your seat.
- Make sure you have enough time to stop and freshen up quickly prior to a meeting just in case you need to.
- Mobile phones should be TURNED OFF- not on silent or vibrate as this can still be noticeable.

Tips for Men

- Dress in business attire- always wear a tie and always do up the middle button on your suit jacket, and if three buttons never button up the bottom one.
- Pay attention to your whole appearance – clean shaven, neat hair, clean, short fingernails, polished shoes, socks that match your shoes, belt to match your shoes...
- Don't wear more than 2 patterns together at one time (i.e. a patterned shirt and a patterned tie should be paired with a plain suit).
- Take off your overcoat but leave your suit jacket on.

Tips for Women

- Dress in Business Attire- business suit, conservative hem lines and neck lines...
- Finishing touches should complement your outfit and overall appearance rather than distract people from it!
- Pay attention to things such as:
- Make-up (properly applied, not too heavy)
- Hosiery (no ladders- if possible have a spare pair just in case)
 - Shoes that match your outfit (belt, or hand-bag generally)
 - Neat, tidy hair (if below shoulder length it is often better to tie it back)
 - Jewellery (should be understated and in good taste)
 - Fingernails (medium length, neatly trimmed, clean & no nail art!)