

# How to Nail Your Interview

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professional-grade skin care by The International Dermal Institute

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# do your research!

Search online: website, social media

- What are their core values?
- What makes them unique?
- What are their lead service?
- What brands do they use?
- Read customer reviews
- Know your resume inside out
- “Google” your interviewer (or LinkedIn)



# do your research!

It's important you do your homework and know the business as much as you know your own professional experience and skills. Thanks to the internet, we can learn a lot about the company we are looking to join.

This will ensure you can confidently answer questions about your background and link this with why you believe you would be a suitable fit for the company.

It shows initiative and genuine interest if you can 'drop in' positive client reviews and commentary of the business during your interview. Reading client reviews will also give you a deeper understanding of the business.

Check out the interviewer on LinkedIn if you can find them. That will give you a sense of the person you'll be meeting with, as well as their career path and tenure with the company.

You will have the opportunity to ask questions during the interview, typically at the end – this is also something you should prepare for

# prepare questions

1. Is there anything about my resume that makes you question whether I am a good fit for this role?
2. How would you describe the company and team culture?
3. What training opportunities are available to your employees?

# Prepare questions

When an interviewer asks if you have any questions at the end of the interview, this is your chance to gain further information that will help you assess if this is the right role and organisation for you. It's also a final opportunity to showcase your knowledge, reinforce your interest and suitability, and leave them with a lasting and positive impression. Here are some example questions to ask:

Is there anything about my background or resume that makes you question whether I am a good fit for this role?

This question displays that you're highly invested and committed to understanding your prospects as a candidate. Plus, it will also allow you an opportunity to respond to any potential concerns.

# dress rehearsal

It allows you to have an idea of how you might answer a question, ensuring what you say on the day flows and best represents you and what you have to offer.

It also gets you in the interview 'mindset' and even excited for the experience as you will be raring to go!

# time to practice...

- How would you define great customer service?
- Why did you get into skincare/the industry?
- What did you learn about yourself through the COVID-19 pandemic?
- Are you familiar with our spa/treatment centre?
- Provide an example of when you demonstrated excellent customer service
- What value can you bring to the business?
- What are your biggest strengths/weaknesses?
- How would you rate your retailing skills and confidence?
- What post graduate training have you undertaken?
- What products are you most familiar with?

# sought after skills



- Confident and competent in skin analysis
- Retailing skills
- Experience with advanced treatments and machinery



# the interview

# the interview: how to make the best impression

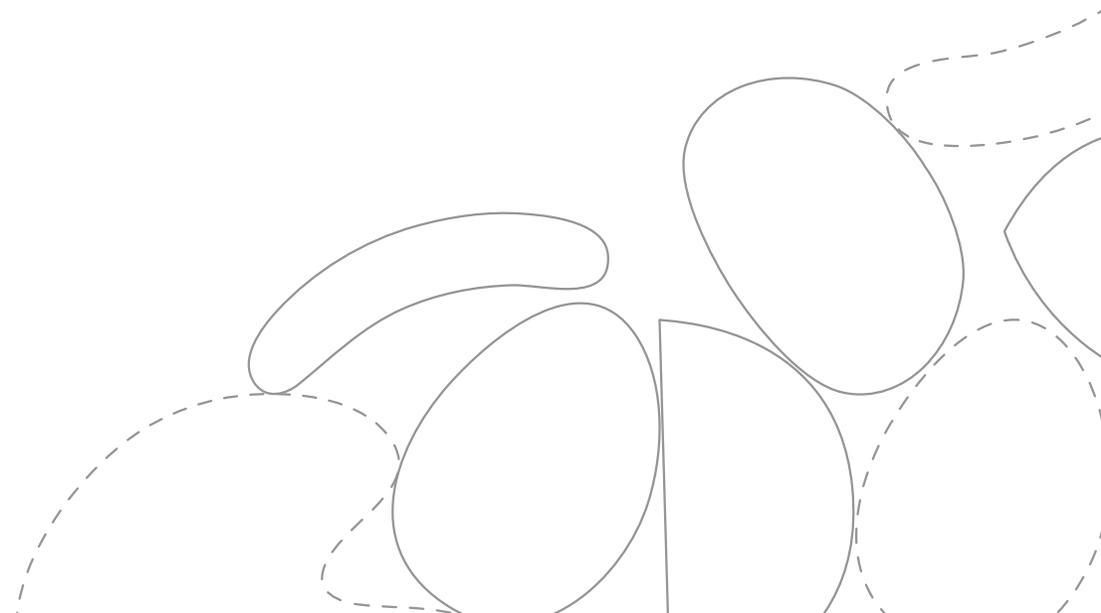
- dress the part
- arrive on time, or early
- have an extra copy of your resume
- take a deep breath - strike a “power pose”  
*\*Amy Cuddy Ted Talk*
- Smile and introduce yourself

- **Wear appropriate interview attire.** It can be really awkward if you show up at a job interview overdressed—or underdressed. Always dress appropriately for an interview so you make the best first impression. Also, Go light, very light, on the perfume or cologne.
- **Arrive on time**, which means early 5/10 minutes before your interview. This is polite and will show you are punctual and reliable. It also gives you some time to mentally and physically prepare. If you are going to be late due to unfortunate circumstance, ring ahead and let the business know.
- **Bring an extra copy of your resume.** Again, this is polite and showcases forward thinking. It will also serve as a sneaky prompt for you during your interview if you have a blank moment.
- **Take a deep breath.** Then another one. Interviews can be really stressful. Visit the bathroom before the interview and take a few deep breaths and remember that you're here because you were chosen to interview. Also, wash and thoroughly dry your hands to avoid sweaty palms. When that's not possible, use a tissue to make sure your hands are dry.

- **Power posing** is a discredited hypothesis in psychology that claims that by assuming a "powerful" posture, subjects can induce positive hormonal and behavioral changes. It was introduced in a 2010 paper by Dana Carney, Amy Cuddy, and Andy Yap. The idea has been referred to as pseudoscience.
- **Have a good handshake (if appropriate).** When you are greeted by the interviewer, offer to shake hands and introduce yourself to get the interview off on the right foot.
- **Smile.** You don't want to overdo it but think positive and smile when you're meeting the interviewer and when it's appropriate during the interview. Positive people with strong interpersonal skills are more likely to be hired.

- Ask your prepared questions
- Take another breath!
- What are the next steps?
- Ask if they would like anymore information
- Have the last (positive) word

the close



- You want to leave a lasting impression. You want the interviewer to have no doubts whatsoever that you're the best person for the job, in terms of skills, personality and passion. Here are some tips:

1. **If you haven't already, ask your prepared questions.**

2. **Don't panic** and fumble over the close of the interview.

3. **One way to look keen** – without saying “I am keen” – is to ask where the process goes from there. Asking something along the lines of:

- “So when can I expect to hear a decision?”
- “What are the next steps?”
- “How quickly would you be hoping to get someone in?”

• **4. Ask if they would like anymore information.** This also gives you an opportunity to showcase some of your skills – they might ask for a portfolio of your work or photos of your latest project, your sales figures or case studies you were involved in.

• Perhaps they'll ask about your notice period or your references or maybe they'll request your educational certificates – whatever it is, it can only help your cause.

## 5. Always end on a polite and positive note:

- Thank everyone for their time.
- Shake hands firmly (if appropriate) – with everyone who attended the interview.

You want to have the last word – and you want it to be good, so have a think about what will impress your interviewer. Your interviewer will be looking out for tell-tale signs that you are genuinely committed to and interested in the role. (And that the interview hasn't put you off). So (if you are still interested) be loud and proud:

- “It all sounds really exciting. I really wanted to join a boutique salon because it's such a great opportunity to make a real difference.”
- “Thanks for seeing me today. It's been great to have a chat about the role and it really does seem like exactly what I'm looking for, especially because of my experience in X and Y! I look forward to hearing from you.”

# some final advice...

1. Practice with another person if possible
2. Know your interviewer – use their name
3. Have supportive, professional referees available on request
4. Send a thank you email after the interview
5. If you don't hear back within a week – pick up the phone

Trust the outcome – just because you might not get one job does not mean you've failed. Get back up and push forward – the right job is out there for you.

connect with  
the tribe.



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