

9 Essential Things to Research Before a Job Interview

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You have worked hard to earn your degree, and now you find yourself looking for a career. However, there is another challenge to face: the job interview. The first step to preparing for an interview with a company is to do some research. If your interviewers see that you have done your research, then they will appreciate that you have a genuine interest in working for them.

Key Areas

When you interview with a company, preparation is vital. The knowledge you gain before an interview can give you an advantage over other applicants and determine your overall success.

The Company

First, check the company's website. The "About Us" section is a good introduction to the company's history and work. Also, look at the company's Mission Statement. A mission statement refers to the company's founding, purpose, and values. So, if a company pledges to do charity work, mention your interest in this in the interview.

The Position

The more you know about the position, the better you can express your qualifications. If the position requires you to be a mentor to other employees, then you can mention how you mentored younger students in your program. This type of leadership is something companies look for.

Here are some questions to ask yourself as you research:

- What are the essential job requirements?
- What are the qualifications?
- Who will be your supervisor?

These questions will help you learn whether this is the right position for you.

The Interview Team

It is good to know [people at the company](#), especially the interview team. This will give you an advantage in establishing common ground. For example, if you share a similar school or work experiences, you can mention this to make a connection and display your strengths.

Gain the Extra Advantage

Remember: You are not the only person being interviewed. So, you need to do everything you can do to gain an advantage and set yourself apart from everyone else.

Company Culture

You feel like you are qualified for this position. However, would you be a good fit within the company culture?

Check the [company's social media pages](#). This will give you more familiarity with the company and make you more comfortable in the interview. Does the company share videos and photos of office events and company outings? Often, the more social a company is, the better the company culture. Once you gather this information, you can explain to the interviewers how you would be a good fit – not just as a person but as an employee.

Recent News

Research current news about the company. Most companies have a page on their website that lists press releases and events. Showing that you are knowledgeable about the company will make an excellent impression. For example, if the company launched a new product, you should discuss your views on it and how you will contribute to its success.

Important Business Information

Products and Services

You should know what products and services are related to the position. For example, for a pharmaceutical company, you will need to know the different medicines and services you will be working with. This will give you a better opportunity to describe your qualifications and experiences.

Clients

A big part of understanding your role within the company is to know its client base. Who uses the company's products and services? Who is the focus of the company's marketing strategies? Since this will be an integral part of your job, you should display this knowledge in the interview.

Industry and Competitors

It is important to know about the [industry, competitors, and challenges the company is facing](#). For example, does the company have public relations concerns? Is the company growing? You can offer your thoughts on how to meet new challenges. It shows that you are a forward thinker and problem solver.

Unique Selling Proposition

[A Unique Selling Proposition \(USP\)](#) is the unique benefit that a company offers to make it stand out from its competitors. The USP must highlight how a product or service benefits clients and customers. Discussing this information in the interview will show the company that you have already begun thinking like an employee.

What are your experiences with a job search? Have you prepared for an interview and done the research mentioned above? Please share your thoughts in the comments section.

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