



University of
South Australia

INTERVIEW GUIDE FOR PROMOTERS

Promoter personality tips

A large, bold, blue capital letter 'P' is centered within a large yellow circle. The circle is partially cut off by the bottom and right edges of the page. The background of the page is a gradient from yellow at the top to blue at the bottom.

Are you the right person for the job?

The purpose of the interview is for the interviewer to find out if you are the right person for the job. In your interview you must answer the questions:

- Why you are the best candidate for the job.
- What value you will add to the company.
- How your qualifications are a match for what the employer is seeking.

When you are hunting for that “perfect career fit”, it is important to ask yourself “What sets me apart from others in the job market?” To be successful in any job search, you must sell your skills, abilities and most importantly, yourself!

What attracts Promoters to a job?

In a word, people. As a Promoter you are an outgoing extrovert who enjoys the company of others. You enjoy jobs that give you the opportunity to work in diverse groups on a variety of projects motivated by creative inspiration, where you can introduce new ideas and initiatives, products or solutions to problems that help people. You look for a job that’s fun and challenging and lets you work at your own fast pace.

Promoters enjoy jobs where the environment is a team effort with recognition and reward for a job well done; and where there are opportunities for you to show your organisational and presentation skills.

You look at the job as a big picture rather than the details. You are excited by how you can change and influence others. Variety is a strong influence on your career choice and the ability to do different things and not just repetitive tasks – this would be an ideal working environment for you.

Interview tips for Promoters

Promoters never run out of things to say however at an interview you need to exercise restraint. Listen carefully to the question and answer it enthusiastically but briefly. Don’t take “tell me about yourself” as a good time to tell your life story.

Do not talk about your current or former boss, colleagues or companies you’ve worked for. Keep the conversation business like and avoid the emotional response. Don’t exaggerate what you can do but show your natural confidence.

Research the company before the interview. As a big picture person you overlook details but in an interview you need to have the facts. You have a good sense of humour and are a fun person but an interview is not the time to tell jokes or stories. Let the interviewer lead. They ask, you listen, then speak – in that order.

Interview styles

Interviews come in many forms – panel interviews, one to one interviews, group interviews etc. Ask the employer what form of interview it will be beforehand. You may be asked to take a test before the interview, depending on the type of organization. These might consist of psychometric or aptitude tests.

There are many different interview styles and each interviewer will have their own style. Some interviewers will fire questions at you while others will start off with an open question such as “tell me about yourself” leaving you to do most of the talking. The majority of interviews will be somewhere between the two. Be prepared for any style of interview.

Prepare yourself

Interviews are two way meetings. Not only are they an opportunity for the interviewer to find out about you and if you are a suitable candidate for the position but they are also an opportunity for you to find out about the organization and if the position will provide you with the challenge and job satisfaction you are looking for.

Think about your skills, qualifications and experience and ensure that you can talk confidently about what is written on your CV. Particularly ensure that you can talk about those skills that are relevant and valuable to the position you are going for.

Prepare some questions to ask at the interview. At the first interview it would be wise to restrict your questions to the details of the job and the organization. Salary and benefit discussions are best left until a second interview or a job offer is made.

Important Things to Remember

1. Do your homework before the interview. Gather information on the company (company reports, information through the Chamber of Commerce, Internet, library, etc.) to increase your awareness of company philosophies, operations and expansions. Be educated and knowledgeable when the employer asks you pointed questions.
2. Arrive early for the interview! This makes a positive first impression and communicates your interest in the position. If you are unsure of the company's location, find it the day before to ensure your promptness the day of the interview.
3. Dress neat, clean and professionally. Consider driving to the interview location the day before and seeing what people are wearing as they enter the building.
4. Bring a blank notebook to the interview. Taking notes while an employer is speaking communicates that you are an effective listener, a skill employer's hold in the highest regard.
5. When greeting the employer, shake hands firmly. Establish eye contact. Smile warmly, thanking him/her for taking the time to interview you. Remember, employers hire "positive" individuals.
6. When sitting in the employer's office, position yourself in the chair so that you appear to be attentive and interested in what is being said. Find a balance between leaning forward (appearing aggressive) and slouching or leaning back (appearing lazy).
7. Employers have different personality styles. You may be interviewed by a Driver individual one day and a laid-back Analyser individual the next. Gear your responses to the temperament of the interviewer. Fast, decisive answers impress a Driver or Promoter style and thoughtful, slower answers impress more relaxed Supporters and Analysers.
8. Continue to make eye contact during the interview, inter-mixing warmth, honesty, sincerity and a sense of humor if appropriate.
9. Communicate experience in any of the following areas (specific skills employers are looking for in today's job market): management; learning ability; analysis skills; judgment; initiative; planning; emotional stability; adaptability/flexibility; empathy; negotiation; team building; creativity; motivation/drive; independence/self motivation and enthusiasm.
10. Ask the interviewer questions. Examples: Who would I be working with on a daily basis? Would you please explain the job description in greater detail? What are the possibilities of advancement based on performance?
11. You may be asked what your salary expectations are for this position. An excellent answer would be: "I am extremely interested in this position and I am more than willing to negotiate a salary. What would your normal salary range be for this position? (You can research salaries on the internet).
12. When exiting the interview, shake hands firmly, make eye contact and thank the employer again for the interview.
13. Try not to monopolize the meeting (particularly if you are a Driver or Promoter) – let your interviewer talk.
14. Ask how the job contributes to the success, efficiency and profitability of the organization.
15. Don't give negative information or bad news if you are not asked for it and don't criticize previous employers or jobs. The key is to turn negative information into positive information.
16. Make sure the employer knows the benefits of employing you. It is most important to sell yourself by telling the employer details of your relevant skills and experience that you have to contribute to the organization.

The next steps

Agree exactly what the next steps will be, such as who will contact you to let you know if you have been successful and by when. You should also find out whether there will be second interviews and who will conduct them. If you are really interested in the position make sure you tell the interviewer.

Good luck!



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