

How to Make the Best First Impression in a Job Interview

Being in the market for a new job and receiving a call back from your potential new employer for a job interview is a great feeling! Preparing for your interview can mean the difference between landing the job and missing out on an opportunity. Check out these 10 tips from for being successful in your next interview and impressing the hiring manager.

1. Dress appropriately

Whether you're interviewing in person or over Zoom, how you dress for an interview is important. If you dress to impress you are showing the hiring manager how seriously you are taking the opportunity. A good rule of thumb is to dress as you would if you were going into an office on any normal workday. Usually, a business casual outfit is best for interview attire.

Tip: If you're on a Zoom call, you also want to make sure that you don't get caught with a business up top and leisure down below. Even if you are interviewing in your home, make sure that you're not just wearing a business shirt and blazer, also make sure to wear pants to match – just in case you must stand up during the call.

2. Research the company

Before your interview, you want to ensure that you have a good understanding of the company that may be your potential employer. Knowing what the company does, its mission, goals, history, culture and accomplishments, will take you far in an interview. You can usually find everything you need to know about the company by browsing their website, social media accounts and researching recent company news. Having this knowledge prior to the interview will allow you to ask questions that relate to the company and the job, as well as allow you to tie your experience to the organization to show why you'd be a great fit.

Tip: Not only does knowing about the company show the interviewer that you took the time to do your research and properly prepare, but it also helps you to go into the interview with confidence.

3. Review the job description

Knowing the details of the job description is a major factor in having a successful interview. It is important to study the job description, so you are prepared to answer questions specific to the role and so that you can ask questions that show you know the details of the job. This shows that you are taking the opportunity seriously. You want to be able to use the job description to relate to examples in your experience and how those align with the job requirements. It is important to pay close attention to keywords used throughout the description, so you use those keywords in your responses to show

How to Make the Best First Impression in a Job Interview



that your experience aligns with the job. Use this knowledge of the job description to highlight your prior experience or unique skills that make you stand out.

Tip: Knowing the details of the job description can also help you anticipate what types of questions you may be asked in the interview.

4. Practice answering common interview questions

Whether you rehearse in a mirror or have a mock interview with a friend, practicing before an interview can help you prepare. Most job interviewers use a list of standard interview questions, in addition to those more specific to the job. Find a list of the most common interview questions and practice your answers on your own or with a partner. Ensure your answers to those questions aren't generic, cookie-cutter answers, but responses that relate to your experience, the organization and the role.

Tip: Practice doesn't make perfect but practicing for an interview can really give you the extra boost of confidence you need before this important conversation.

5. Prepare questions for the hiring manager

An interview is a conversation between two people. Job applicants often go into the interview ready to answer questions from the interviewer, but it's just as important to have questions of your own prepared to ask the hiring manager. At the end of your interview, the interviewer will ask if you have any questions. Use this as an opportunity to leave a lasting impression on the interviewer. Researching the company and knowing the details of the job description can help you prepare questions to ask during your interview. Asking questions shows that you are serious about the role.

Here are some examples of questions you may want to ask during an interview:

- *What is a typical day like for someone in this role?*
- *What characteristics would someone need to be successful in this role?*
- *What challenges is your team currently facing?*
- *How would you describe your company culture?*
- *Can you tell me more about the team I would be working with?*
- *What teams or departments would this role regularly be collaborating with? What does that collaboration look like?*
- *How is performance measured in this role?*
- *In the first 90 days of employment, what is the most important thing I could do to be successful and to help your team?*
- *What do you like best about working for this company?*
- *What are the next steps in the hiring process for this opportunity?*

6. Be ready to share examples of your experience

An important piece of acing an interview is being able to share your experience and showing how that relates to the potential job. When asked about your experience,

How to Make the Best First Impression in a Job Interview



prepare examples to share that show you meet the requirements of the job description. You should be able to share examples that highlight your experience, show that you are a solutions-based person and are able to achieve successful results. You want to emphasize your successes and prepare to share stories about your accomplishments. Explain from start to finish the task you were aiming to accomplish, the actions you took to make that happen (possibly even obstacles you may have encountered along the way) and the results of those tactics and actions. Hiring managers look for people who can bring solutions to their team.

Tip: You may want to practice answering these types of questions prior to the interview so you have an idea of what you'd like to share. Directly relating your experiences to the responsibilities of the role shows that you would be a great fit for the position.

7. Be confident, genuine and positive

If you know you would be a great fit for the role, it is important to go into the interview with that in the forefront of your mind. Confidence is key to showing why you would be a strong addition to the organization. It's natural to feel nervous when going into an interview, but try to push that to the side, knowing that you are a top candidate for this role and deserve to be considered. The more confidence you exude, the better the impression you'll leave on the interviewer. You also want to ensure you are yourself during the conversation. Being genuine can help you achieve the confidence you need in this moment and helps you come across as relatable. Make sure to carry yourself with a positive attitude. This not only will help you to feel comfortable, but also the interviewer.

8. Be prompt and prepared

Whether you are asked to interview in person or virtually, making sure you are on time is the most important part of making a good first impression. If you are interviewing in person, arrive at least 10-15 minutes early to your destination. This ensures you have time to find parking and arrive in the office a few minutes early.

If you are interviewing virtually, it is still a good idea to log on early. For a virtual interview you want to ensure all your technology is in working order. You don't want to be in the middle of a conversation with the potential employer and have technology issues. Before the interview, test your device to ensure everything is connected and running smoothly. Make sure your Wi-Fi connection is stable, your computer has enough battery, your audio sounds clear and your camera is working properly.

Tip: Ensure your environment is conducive to a successful interview – be in a quiet place, use a professional background for the video call and have proper lighting.

9. Be kind to everyone you encounter

Showing kindness to everyone you encounter is an essential part of making a good first impression. This may start as early as the first contact you have with the organization. Ensure that you are kind, gracious, considerate and friendly to everyone you meet at the

How to Make the Best First Impression in a Job Interview



company. Whether you are speaking with the receptionist, hiring manager, office manager, human resources representative, security guard, CEO or potential new colleagues, treat them all with the same respect. You never know who may be asked about their encounters with you and you want each person to have a good perception about how you treat others.

10. **Follow up and send a thank you**

Now that your interview is complete, you still have one more opportunity to nail a good first impression. You may have direct contact with your interviewer or hiring manager, or you may need to go through your recruiter, but it is important to follow up after the interview to understand next steps. Reach out to the hiring manager or recruiter, thanking them for taking the time to speak with you, letting them know how much you enjoyed the conversation and how excited you are about the role and the potential of joining their organization. Ensure you understand if there are any additional requirements in the interview process, like sending your portfolio, work samples, a list of references or any other items they may request.

This follow-up is an important part of potentially getting a job offer from the company. You want to show how interested you still are in the position.

Making a great first impression in an interview can mean the difference between you landing a role or being overlooked for another candidate. Preparing for your next interview using these tips will ensure you have a great chance of making the best first impression on your potential new employer.

For more career advice, check out the articles in our [Resource Center](#) or advice on job seeking, interviewing, resume writing and more! Also, don't miss out on the latest from our [News & Insights blog](#) for workforce trends, recruitment news and navigating the job market. Looking for a new opportunity? [Take a look at our job openings](#).