

## **The Interview**

As with the CV, you have two objectives:

- To inform the client
- To impress the client

From your perspective, the objective of the interview is to illustrate to the client that you are the person they should hire for a certain role. Note the information provided in, "**What Does the Client Want?**"

In order to maximise your chances of achieving this objective, we explore three areas:

- **Making a positive and lasting impression**
- **Questions to answer**
  - **Likely questions**
  - **Possible questions**
  - **Storyboard technique**
- **Questions to ask**