When preparing for an interview or job search, it’s important to research companies, product lines and competitors. Research will provide information to help you decide whether you’re interested in the company and important data to refer to during an interview. Research the following...

- Company
- Position
- Product
- Competitors

Use the information when answering questions:

**Question:** Why do you think you might want to work for this company?
**Answer:** As I understand the job, there’s plenty of opportunity to be involved in both the planning or marketing strategies and the actual selling. Besides using my communication skills and knowledge of chemicals in direct selling, I believe I’m creative when it comes to marketing.

Use the information when asking questions:

- Companies dislike it when you ask questions you could easily have explored on their website.
- Example of how to weave your knowledge into a well formed question:
  “I am aware that you offer a comprehensive training program for new employees. What topics will be covered during training?”

Using Employer Literature and Web Site Information for Successful Interviews:

Simply being informed about an employer does not guarantee a successful interview unless you can effectively use the information. Information about the employer’s products, financial data, opportunities or how they impact society is only helpful if you know how to tactfully “weave” your new knowledge into the interview. This is no easy task and simply spouting facts or statistics—or prefacing a question with a lot of memorized information—is not the answer.

Most employers have literature and/or a web site describing their organization and opportunities. Major employers provide annual reports and company literature while smaller organizations publish brochures, fact sheets and annual reports. Either way, it’s important for you to secure information on an employer before you interview.