

Interview TIPS FOR CANDIDATES

ONE – DIGITAL DEEP DIVE

Google the business, stalk their socials, and check reviews. Even a quick browse gives you talking points that show you've done your homework.

TWO – REVIEW THE JOB AD

Every keyword in the ad is a clue. Use their language back in the interview so they see you as a natural fit.

THREE – BRING THE AUTOMOTIVE SPARK

Employers love people who live and breathe cars, service, or the industry vibe. Let your passion come through, it's often the deal-maker.

FOUR – SHARE STORIES NOT FACTS

Don't worry about numbers. Instead, talk in stories: "A customer came in frustrated, and I turned it around by..." Stories stick far better than figures. (Depending on the role)

FIVE – DRESS LIKE THE JOB IS YOURS

If it's corporate/sales: sleek and polished. If it's workshop leadership: clean, neat, professional. Your look tells them you "get it."

SIX – THINK CUSTOMER FIRST

Whether you're selling, servicing, or managing, the end game is always happy customers. Show how you've kept people coming back.

SEVEN – SELL YOUR SKILLS LIKE FEATURES & BENEFITS

Instead of listing skills, explain how they help: "I'm organised, which means your team can rely on me during busy end-of-month periods."

EIGHT – USE STAR, BUT MAKE IT SHINE

When telling a story, keep it sharp: Situation, Task, Action, Result. Quick, clear, and punchy.

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CONTINUED

NINE – SHOW YOU CAN SHIFT GEARS

The auto world is changing fast, EVs, digital tools, new customer expectations. Share how you've adapted in past roles.

TEN – ASK SMART, FUTURE-FOCUSED QUESTIONS

Examples: "What does growth look like for this role?" or "How is your business preparing for the EV shift?" This shows big-picture thinking.

ELEVEN – BE THE TEAMMATE EVERYONE WANTS

Talk about times you supported colleagues, solved problems together, or boosted team morale. Employers hire people, not just CVs.

TWELVE – LET BODY LANGUAGE DO HALF THE TALKING

Sit tall, smile, keep eye contact, and lean in slightly, it shows you're engaged without saying a word.

THIRTEEN – SPIN CHALLENGES INTO WINS

If asked about tough times, explain what you learned and how it made you stronger. Positivity beats negativity every time.

FOURTEEN – THINK ON YOUR FEET

Be ready for curveballs: "What would you do with an angry customer?" or "How would you handle a high-pressure day?" Stay calm, structured, and solution-focused.

FIFTHTEEN – FINISH STRONG WITH GRATITUDE

A thank-you email isn't old-fashioned, it's professional. Reconfirm your interest and remind them why you're excited about the opportunity.