

How to Research

1. What is job research?

Job research is taking the time to find out about the company and the job.

2. Why research before the interview?

Because you get a chance to learn about the company. This helps you prepare to give a better interview. Your interviewer will know you did your homework. It shows you are really interested in the company and the job.

3. How do you research?

- a. Choose questions to ask (see # 4 below).
- b. Find ways to get answers to all of your questions (see # 5 below).
- c. Figure out how you can use these answers in the interview.

4. What questions will you ask?

- Company name:
- E-mail or website address:
- Address:
- Phone number:
- Fax number:
- What does this business do?
- What are the locations of each branch?
- What products does this business make?
- What services does this business offer?
- What are the brand names of the products?
- Who is the competition?
- How has the business done in the last three years?
- What new products or services are they starting?
- What makes this organization successful?
- How can I make a positive contribution to this business?

5. Where do you find the information about a specific job or company?

- Call the company to get information.
- Talk to another employee from this or a similar company.
- Get information about this type of job online (O*Net) or in the Dictionary of Occupational Outlook Handbook (OOH).
- Go to the library and find newspaper or journal articles (online or hard copy) about this company.

Job Search Research

Get the answers to the following:

- Company name:
- Address:
- E-mail or website address:
- Phone number :
- Fax number
- What does this business do?
- What are the locations of each store/office/branch?
- What products or services does this business offer?
- What are the brand names of the products/services?
- Who is the competition?
- How has this business done in the last three years?
- What new products or services are they starting?
- What makes this business successful?