

## Company Research

The decision of whether to extend a job offer or not depends on several areas where a recruiter will be comparing candidates. One critical area of evaluation will be the candidates' demonstrated knowledge of the company. There are many reasons why an interviewer will expect the candidates to know more than the name of their company. They will expect the candidates to be focused on the reasons why their company and industry is a career interest for the candidates. Leave a favorable impression, which will last beyond the interview, by demonstrating more knowledge than acquired in the literature sent by the company prior to the interview.

In order to learn more about a particular company, view their website and the search for information in the **Career Services' Library**, which contains current literature for companies recruiting on campus, as well as general career books on topics relevant to the world of work.

To conduct further research, visit the **Roesch Library**. A number of business directories and periodicals are available for a broader perspective on many industries.

An often overlooked benefit of company research is the utilization of knowledge in formulating questions to ask the interviewer. Most recruiters will allow 3-5 minutes to ask questions. This is a perfect opportunity to gain valuable information to further determine if there is a match between personal goals and the employer's needs. It is also the time to continue demonstrating the professional manner in which research has been done on the company. For example, if the candidate asks, "Could you tell me about your training program?", and this information could have been obtained from the company's brochure, the candidate will come across as unprepared. However, if the question is asked, "Could you talk about some of the methods by which trainees are evaluated during the 13-week training program?", the question clearly demonstrates preparation for the interview in advance.

### Important Company Information

Knowledge of the company is one of the keys to a successful job hunt. This list of topics has been designed to help acquire the important facts needed before an interview:

- Name of company
- Parent company or subsidiaries
- Division in which you are interviewing
- Location(s)
- Size of company
- Financial picture--assets, stock picture, recent merges, etc.
- Major product line(s)
- New products
- Major competitors
- Career possibilities
- Other pertinent information
- Name and address of recruiter