



Employer Information You Should Know Prior to an Interview

Knowing about the company you are interviewing with is a critically important part of the interviewing process. According to a survey developed by Accountemps, a temporary staffing service, 38% of the more than 1,000 surveyed company executives consider “Little or no knowledge of the company” the most frequent interview mistake made by applicants. Consider the following topics (and others you may think of) and determine what is relevant for the position for which you are interviewing. Conduct as much research on these subjects as possible before your interview. If you can't find out what you need to know ahead of time, use those gaps in your research to formulate questions you can ask the employer during your interview.

1. Size of the company, number of employees, divisions and subsidiaries
2. Location of the home office
3. Private or publicly owned
4. Years in business
5. Computer systems and languages utilized
6. Reputation of the company
7. Company competition
8. Geographical locations of plants, stores, and sales outlets
9. Recent news items
10. Potential industry growth
11. Percent of annual sales growth the last five years
12. Short-term profit picture
13. Present price of stock
14. Percent of annual growth in earnings per share
15. Array of product lines or services
16. Potential new markets, products, or services
17. Various price points in the product or service lines
18. Organization structure by product line, functional, etc.
19. Relocation Policies
20. People you know in the firm
21. Formal versus on-the-job training
22. Typical career path in your field
23. Name of recruiters