When it comes to getting a job it’s important that you do your homework.

Mintel is a great source of expert insight and analysis on consumers, companies, markets and products. It will give you the broader context of the market your potential employer operates in. It can tell you all about the competitive landscape and the customers they are looking to target.

We’ve put together some handy tips for how using Mintel will help you stand out from the crowd.

After all, understanding your potential future-employers competitive advantage could be your competitive advantage!
Mintel Academic – Top tips for job seekers.

Give yourself time, know before you go
Ahead of time, take some time to read up on both the company and the category that you are looking to work for and in. Mintel can help you do just that. It will give you the broader context of the market that business works in. It can tell you all about the competitive landscape and the customers they are looking to target.

Show you’re interested
It’s not enough to only be able to talk about yourself. There’s nothing that shows a potential employer you’re really interested in them more than being able to have a conversation about them. By using Mintel you will be able to understand the key strategies of the most successful companies in a market. You’ll be able to understand the major issues and opportunities facing brands, making a conversation that much easier. Most people will have taken a cursory look at a company’s website, but few will have taken the time to really explore the market their potential employer operates in.

Get some questions ready
Why ask boring, bland questions when you can ask incisive and insightful ones instead? If need be, write these down! By using Mintel you can very quickly spot the opportunities and issues facing the business or brand you’re looking to work for. It’s so much better to have an intelligent conversation about their business, their competitors and the potential opportunities awaiting them than simply asking run of the mill questions.

Do your research before you fill out an application
Many companies will conduct telephone screening calls on applicants, this is your chance to really stand out from the crowd.

Take notes
Candidates who clearly listen and take notes demonstrate skills highly valued in the workplace and are better prepared for follow-up interviews.

Understand the job description
Candidates that really shine are the ones who really understand the role, company and market.

Integrity
Always answer questions truthfully, frankly and as concisely as possible. Remember that you want to make sure it is a fit as much as they do!

Find out more: clients.mintel.com