



# Secure the ideal Optometry position

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Resourcing Ltd

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## Is there a shortage of Optometrists?

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- Yes & No
- There is a shortage in specific areas & remote locations
- Not in big cities and areas close to Optical Universities

# Our Optical Clients



No1 for eye tests



Leightons Opticians



visioncall  
www.vision-call.co.uk





## Content of this afternoons session

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- Writing a great C.V
- Getting the most from the time you spend at University & during your pre-registration year
- Preparing and getting the most from the interview
- How Resourcing can help you



# Writing a great CV

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- What is the purpose of a CV?
- Purpose of a CV is to sell yourself
  - Work Experience
  - Interests
  - Positions of Responsibility
  - Leading or being part of a team
  - Qualifications?
  - Grammar & Spelling!
  - Concise covering letter



# What goes on a C.V & in what order

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- Name
- Contact details
- Short Personal Statement
- Employment history
- Education
- Extra-curricular activities / qualifications / language skills
- Interests (if they are relevant)
- Referees



# The content

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- Focus on your achievements rather than descriptions – what makes you the best
- Emphasise work experience or interests/positions of responsibility that demonstrate
  - **Commercial awareness** – you understand how to generate business opportunities & make money
  - **Customer focus** – you know how to interact with customers
  - **Selling** – you can sell products & services



# Covering letter

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- Make it personal not general
- Why you are applying
- Why you want to work for the company
- Highlight your transferable skills



# Increase your chances at getting the job offers you want whilst at University

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- Look round the room. Competition!
- Qualities our clients, your future employers, look for
  - Commercial philosophy towards the customer & revenue
  - Professional
  - Communications skills
  - Team work
  - Give professional advice
  - Establish trust with customer, build relationships
  - Make recommendations
  - Training & coaching
  - Works to targets



## Maximising your time at University

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- Get a part time job – ideally retail or services
- Join one or two key clubs (e.g. OPSOC)
- Become a student union representative
- Get involved in fund raising, volunteer and/or charity work
- If you are sporty join a sports team



# Maximising your time during Pre-Registration

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- Keep abreast of developments in the Optometry world by reading professional journals & industry news
- Take advantage of the time you have in hospital, and keep strong links with them
- Go along to as many local area meetings as you can



# Preparing for the Interview

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- Research the Company
- How would you research a company?
  - Company website
  - [www.ft.com](http://www.ft.com) for listed companies
  - Google the company
  - Visit a branch & do a SWOT analysis
  - Speak to someone who works/worked there
  - Familiarise yourself with the job specification



## Preparing for the interview (2)

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- Write down your key achievements around the following areas and be prepared to give specific examples:
  - How you have helped to increase sales
  - How you have helped to increase profit
  - How you have worked well as either leader or a team or as part of a team
  - How you have provided excellent customer service
  - Demonstrate you know what your targets were and how you made sure you achieved them



## Preparing for interview (3)

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- What to wear
- Arrival
- Body Language
- Negatives



# During the Interview

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- Types of Interview Questions
  - Predictive behaviour & competency based interviews
  - Experience questions
  - Opinion questions
  - Scenario/hypothetical based questions
  - Biographical interviews



## During the Interview – wrap up

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- Save something impressive until the end
- Ask relevant questions not just for the sake of it!
- Your summary



# How Resourcing can help

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- Finding you a career
- Advising you
- Consulting you
- Preparing you
- Securing you the job



# Resourcing Ltd

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