



SAMBA
SUSTAINABLE MARKETING
AND BUSINESS AMBASSADORS

Preparing for an Interview



Before the interview

Understand the topic and purpose

Research your company and topic carefully. This ensures that you know what to ask and can identify any missing information.

The goal of this interview is to gain a deeper understanding of the company, its marketing practices, and its approach to responsibility.

Plan your questions

Think in advance about what you will ask. Prepare clear and relevant questions that support your goal.

Assign roles

Decide: who will ask the questions and who will take notes

Practice

Rehearse the interview situation. This helps improve confidence and clarity.

During the interview

Introduction

Introduce your group and explain:

- who you are
- the purpose of the interview

Asking and recording

Ask your questions clearly.

Make sure all answers are recorded:

- take notes
- record audio if needed (always ask for permission)

Tips for a successful interview

- Ask one question at a time.
- Do not rush into the next question; give the interviewee time to speak.
- Listen actively and respond when needed.
- Give non-verbal signals such as nodding and smiling to show you are listening.
- Use follow-up questions to gain more detail.
- Guide the discussion but do not interrupt.
- End the interview clearly and thank the interviewee.