

Stand out in the crowd at your university interview

In a situation where demand
(Students) exceeds supply (Places)
and the buyer(Uni) is spoilt for choice

How you sell yourself as a 'value proposition' can give you an edge

- In order to sell yourself, first you must understand what the uni wants from their investment in a student
- Then your goal is to show how you will return their investment 10-fold
- You can do this by anticipating their questions and modeling answers against the things they value most in a genuine and meaningful way

Consider what the uni values in a student

- You can do your own research on this for your target uni, but in general they may value...
 - Students that are low risk drop-outs
 - Contributors to uni life/good citizenship
 - Hungry learners wanting to reach full potential
 - People they can point to in the future and say ‘we are proud to have her/him in our alumni’

Here's a question example without a value based answer

- Typical question – what features of this university inspire you?
- Typical answer – it has a fantastic library
- Note that there is nothing unique or special in this answer compared to what any other typical student may say
- Neither does it tick any of the value boxes for the uni

Now with a value based answer

- You have a fantastic library. I have a particular passion for this [element] of the course and it will be fulfilling for me to be able to perform quality research into [this] area. I'm hoping that I can get access to [these books] in order to expand my knowledge, because I want to be one of the most knowledgeable in this field when I enter my career

How to develop your personal value proposition

- Categorize the things your target uni should value in a student
- List the questions you may get asked
- Develop value based answers focused on outcomes - In the example ...
 - To become one of the most knowledgeable in this field
- Identify which value boxes each answer ticks

Turn this into a table to make sure all the boxes are covered

Question	Answer	Uni Value 1	Uni Value 2	Uni Value 3	Uni Value 4	etc
1	Value based answer with outcomes	X		X		
2	ditto		X			
3	ditto			X	X	
etc	ditto		X	X		X

You are special, unique and deserve your place!

- It's a buyers' market and you are the seller, so package yourself to fit the needs of the uni
- By going the extra mile to develop your unique value proposition, with all other things being equal (knowing your subject is a given!), you will come across as someone engaging, positive, thoughtful and ambitious
- You will do yourself justice and leave nothing behind in the interview room!