



The One Best Interview Question of All Time!

Let's all say this together; "an interview is a sales call." After having submitted your sales brochure (resume) to a prospect (hiring company) you have been invited in to a meeting (interview) to convince the purchasing manager (hiring manager) that she should purchase your services (hire you) as the solution to her problem. The one best question of all times is a sales question, read on to learn about it.

During your interview, you want to accomplish the following (sales) tasks:

A needs analysis- By asking focused questions and listening hard, gain a full understanding of the critical job requirements from the hiring manager's perspective. Just what is she looking for in terms of skills, experience, education, and personality? What does the job entail on a day to day basis? What constitutes success in the first 3/6/12 months and how is success measured? What are the immediate priorities? What problem(s) does this position solve?

Link your skills, experience, education, and personality to the job requirements- Use examples of past jobs, projects, and education to communicate that you can do the job and do it well.

Differentiate yourself- Talk about additional areas of expertise you bring to the position; your "value ads". Are you an accountant with project management experience or information systems implementation? Be sure to talk about it.

Talk about your successes- Tell stories about your accomplishments, the times when you were at your best. Be sure to give details including the situation, any obstacles you overcame, the actions you took and the results.

Share your "personal success factors"- Talk about personal traits that make you successful on the job. For example, are you analytical, have good forecasting skills, driven to get things done, share wins and successes, good at selling ideas, etc.

Present a strategic action plan- Give a list of your goals for the first 30/60 days. Make them concrete, measurable, and discuss how you plan to achieve them.

Summarize why you are the best candidate for the position- Referring to the information you have shared, summarize why they should hire you based on the benefits you will provide.

Ask question- Ask good questions about the job, company, and industry that demonstrate you have done your research.

Once you have accomplished the above sales tasks, it is time to ask the one best interview question of all time. Any sales person worth their salt knows they need to hear and overcome any buying objections to make the sale. You need to do the same in your interview so ask this question:

"Based on my background and skills what do you think would be the greatest challenges for me in this position?"



Asking for challenges is a subtle way of asking “why wouldn’t you hire me?” Asking a more direct question such as “Is there a reason you would not hire me?” puts the interviewer on the defensive and gets the dodge response “no reason but we are interviewing more candidates and we will let you know”. Interviewers are far more comfortable talking about “challenges” and are more likely to give you valuable information about their thinking.

If there are any challenges you now have the opportunity to address them directly in the interview and in your follow-through letter. You may be able to correct any misinformation or provide a strategy for overcoming a legitimate challenge(s). If the challenge(s) is a “show stopper” at least you know and you won’t be left looking at the phone and your email wondering if you will get the offer.

Here at no charge, the second best question “How and when should I follow up with you? This will tell you how and when to get back in touch. This is like asking for a second sales meeting and it will prevent you from the unpleasant task of having to guess your follow-up strategy.

So, treat your interview like a sales call. Come prepared to present why you are the best candidate for the job and ask the one best interview question to raise and then overcome any objections. Good selling!

To interview your best go InterviewBest (www.interviewbest.com) and develop an interview presentation. Your presentation will clearly and visually present why you are the best candidate for the position. With InterviewBest, you will find:

- * Your confidence will increase to a whole new level and you will be calmer and more focused in the interview.
- * You will be fully prepared to communicate how you are the best candidate for the position as well as answer important interviewer questions.
- * You will have a list of your own insightful questions to ask.
- * The hiring manager will be very impressed with your level of preparedness, motivation for the job, and professionalism.
- * Your interview presentation will be an impressive “leave behind” that will differentiate you from the other candidates and make you memorable to the hiring team.
- * Using an interview presentation, your chances of being hired will be greatly increased – that *is just the way it is*.

We hope to see you at InterviewBest and good luck with your interview!