Why should we hire you?
Nail this question and you’ll nail the interview

This question has derailed even the best of candidates usually because of lack of preparation which comes across as a lack of confidence or inability to communicate selling points. Even if these exact words are not spoken, it’s definitely what the interviewer will be thinking throughout the interview. Here are some tips in preparing responses that will impress and move you forward in the hiring process.

Let’s first look at how not to respond and why

1) “I think I can do the job and be a really good employee for your company.”
You “think” you can do the job? Remove all doubt that you can do the job and be a great employee.

2) “I’m the best person for the job because of my education and internship experience.”
There are lots of people with similar education and internship experience. This does not answer the question specifically enough.

3) “I’ve been looking for a position just like this and I’m honest, dedicated, a really hard worker and a quick learner.”
Almost everyone makes claims like these. The response needs to be more about why you are the best choice to be hired and how you benefit the employer. Give proof and examples.

4) “I’m a great fit for the position, looking for a challenge exactly like this. I have all of the skills you require and I’m available immediately. I really want to work for your company.”
Getting better, but still too much about you and not enough about how you benefit the company. More specific reasons and examples are needed to prove your point

Put your sales hat on and prepare to make a presentation

You are the product with a brand that fulfills a need in the marketplace. Now, you’ll need to sell yourself! Selling is the process of communicating features and benefits in order to attract and persuade buyers to make a purchase. It’s not to be confused with pressuring, manipulating or deceiving, but does often require some artful persuasion. In the interview sense, it’s about identifying how your skills and qualities match up with the needs of the company and position.

Most people are uncomfortable talking about themselves, but that’s discounted in an interview. Practicing it is the best cure and recording your responses and gathering feedback from a career professional will work wonders. Try shifting your focus towards the company and talk about what value they receive from your efforts. A little bragging is expected as long as there is no exaggeration and it’s relevant. The best way to capture someone’s interest and keep their attention is addressing how they benefit from your efforts.
**Build your presentation from the job requirements and company research**

Think of your response as an opportunity to present positive facts about how you fit this job and benefit the company. Start by dissecting the job description or ad and pulling out the key requirements and prioritize them. For example, one Account Manager ad listed this:

1. Excellent communication skills
2. Great people skills and works well with minimal supervision
3. Computer literate with proficiency in Excel, Word and Outlook
4. Bachelor degree or equivalent with 3 years of experience servicing customers
5. Ability to solve problems of a technical nature and to quickly learn new applications

Your research has also shown that the company has a reputation for being bottom-line results oriented, technically innovative and hires people who will be adaptable to pressure situations. The profile of recent hires found on Linkedin indicates that they were all from the service industry with emphasis in telemarketing.

**Take an inventory and develop selling points**

Since you know from the research above that this is a pretty aggressive and leading edge kind of company, match up qualities you have from the above list and give examples such as:

1. Well established communication skills demonstrated by high customer marks from webinars that were given to groups of people at my internship. Participated in sales presentations by supporting the sales manager on technical questions and helped document a list of FAQ's.
2. As an intern at Sears, worked on a team tasked with analyzing service levels and came up with the idea of having an online survey to follow every help request. The manager let me run with the idea and I worked with a programmer to implement this which helped measure and boost service levels.
3. Well versed in the Microsoft Office suite of applications and use them daily. I was given responsibility for updating the monthly sales spreadsheets and made several enhancements. Had a Mac and learned HTML and Java basics in a computer science course where I got a B+.
4. Recently graduated with a Bachelor degree in Liberal Arts that helped me develop my passion for learning. Over the past few years as an intern and customer service rep at Sears, I came to the realization that my strongest skill is helping people solve problems, and found it very fulfilling.
5. What interests me most is using technology to solve problems and that's why this position is such a perfect fit. I find it exciting to dig deep and then find a solution and communicate it in plain English. For instance, I recommended that the wording on a webpage get changed because it was confusing, and this one change reduced call volume by almost 100 per month. I'm sure I would be of benefit to your company by identifying and solving similar types of problems.
Be adaptable, listen and think on your feet

The “Why should we hire you” question frequently comes near the end of the interview and can take many forms such as:

- What special qualities do you have that I should know about?
- What do you bring to the table that makes you the best candidate?
- Why are you a good match for this position?

One approach may be to volunteer your presentation saying, “Here is why you should hire me” and to put those words in front of your response. Regardless, the interviewer will find it helpful in their decision making process to have the information they need organized, presented and even repeated as appropriate to drive the point home.

Make a mental note of the questions the interviewer is asking and be alert to areas that may need shoring up. For example, if the interviewer asked about your experience and you get the sense that they would prefer someone with something different, you may want to reinforce how your current skills match including your skill for quickly learning new things.

Personal chemistry

It may not be just what you say but also how you say it that counts. Your interest in the job and company needs to match up with your mannerisms, enthusiasm and energy level to be convincing in the interview. Asking questions and sharing information will help to establish rapport with the interviewer and connect with them on a human level. The interviewer was in your shoes once and can relate to being on the other side of the desk, so relax, smile, listen and help them to make the best decision which is to hire you.