



**Why do you want to work for us?**

# Why do you want to work for us?

A typical question at interview stage. So, what do you say?

It's definitely not a trick question, but there are many ways to answer it.

**What you want to do first, is think about the following:**

- Why are they asking me this?
- What attracted you to the role you're applying for?
- What is it about the company that you like?
- What transferable skills do you have that would be a good fit for the role and the company?
- Do you share the same values as the company?
- Do you use the products the company manufacturers/sell?



# Why are they asking me this?

The interviewer(s) want to know the following:

- Are you a good fit for the company?
  - What is your personality like?
  - How do you answer questions?
  - Are you able to add value?
- Do you have the right skills to be able to do the job?
- Have you researched the company? How well do you know the company?
- Are you actually interested in the position and the company?



# Research is key

You should be doing proper research to plan and prepare the answer to the question.



## What steps should you take?:

- Company website – Mission statement, history, product/service, values.
- Social Media – Facebook, You Tube, Instagram, Twitter etc How do they want people to see them?
- LinkedIn – Company Profiles, connections, jobs posted, promotions, people etc
- Glassdoor – Interview questions, sense of company work environment, look for repeated themes in comments.
- Google and Google News – Are they expanding?, any recalls etc
- Connections – Ask someone who works at the company, can they help?
- Industry and Competition – What are they doing?, What problems affect the industry?

## Prepare and plan your answers.

Using the research information you have gained will give you the opportunity to prepare some “killer” answers to this question.

Let’s give you an example:

“Not only is your company a respected leader in the xxxxx industry, with a great business model and healthy financials, but I've also seen on your Facebook, You Tube and Twitter Accounts that those people who use your product rave about it with some great write ups. I am actually one of your product users and I really would love to use my X skill that resulted in growth of X% and/or £X and be a part of the product's development and distribution and contribute to the further growth of the company.”

### **What has just happened?**

You’ve really researched the company. You have looked at their Financial report and the model of their business. You’ve checked them out on social media and you are a user of their product. You’re showing an interest in the product development and where to sell and want to be part of their further growth and have shown a relevant skill that adds value.

To an interviewer(s) you are resonating with them and demonstrating you have shown an interest in the company through the research you’ve done and the value you can bring.

## What not to say!

“I would like to work for you because the salary is great and the benefits you offer are exactly what I want”

Never focus on the perks of the role, there might be a great car allowance, health insurance, pension, bonus scheme. That's great, but not the right thing to bring up in answering this question.

**Never talk about the salary unless it's brought up in a question.**

Do not be personal, no one wants a personal conversation.

Don't prepare lengthy answers – 1-2 minutes maximum. 2 minutes is a long time to talk and not only will you start to wain with your voice but you will bore the interviewer(s).

Don't waffle, you can talk yourself out of the reason why you want to work for the company and your answer will not be relevant.

Don't over exaggerate and dump loads of reasons why.

Don't be robotic with the way you answer.

# Things to remember



- Research the company.
- Make sure your skills that you can bring can help the company and make it grow.
- Be exact with why you want to work for the company and add value.
- Be relevant in what you are saying so it resonates with the Interviewer(s).
- Be mindful of the length of your answer.
- Prepare a number of answers that you can use that showcase your skills and reasons why.
- **Practice, practice and practice.**

  
  

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