



Why should we employ you?

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What is the interviewer asking here?

They want to know what separates you from other candidates?

Are you the right fit for the role?

Will you fit into the company values?

How will you perform in the role?

What can you bring that will benefit the business?

Will you be able to contribute to further success?

How do you answer correctly, do you add value or importantly will you bring value?





Why should we employ you?

As always, preparation is key!

You need to prepare for this answer. You know it's coming. It is one of those stable interview questions that the majority of interviewers will ask.

It differs from the “Why do you want to work for us?” question. With that question you're demonstrating what the company means to you and is more reliant on and based on the company as a whole.

“Why should we employ you?” is a chance to demonstrate that you are better than your competition.

Look at the job description and pick out specific skills that you have that the company are asking for. Base your planned answers on those skills with concrete answers using the P.A.R method of answering. (See previous posts or download from the website www.solstaruk.com/job-hunting)

When preparing it is well worth having as many answers as you can and what you can do is **turn the question on it's head by asking a clever question before answering.**

Make sure you practice this beforehand to make sure you are prepared.

Let's turn this question on its head!



As long as you are prepared, otherwise this will not work, try this:

Lets pretend that the role you are applying for is a sales role:

“Thanks for asking that question, as you have an advantage of knowing what you are looking for and what other skills candidates posses, from what I’ve learned so far and from my research of the company and the role, you are looking for someone that can develop an area with a 60/40 split of new business versus existing, is that correct?”

In this scenario, we have to assume that the interviewer will say “Yes” or perhaps “That’s is one part of the requirement”.

If they answer “Yes” then a response along these lines could be:

“your company is looking for a skilled sales person to open doors and win new business and help your company stand out from the competition. At my previous company, they were struggling to grow the business in new markets and most sales came from existing accounts. I utilised a methodology to identify and target new business and new customers, worked closely with marketing and increased revenue by 160% securing 10 new accounts to the value of £2.5M. I will bring that methodology and open new business that will benefit to the growth of your company”.



Let's turn this question on its head!

If they answer “That’s is one part of the requirement” –respond with “What is the most important factor that you are looking for?” - If you can confirm what they need, you can then refer to a specific instance where you performed that job duty with a positive outcome. The more specific examples you can provide, the more memorable you will be to the interviewer.

Make sure that you plan and prepare.

Use the P.A R method, your brain works in threes, as does the interviewers.

The more answers you prepare, the better equipped you will be and it will make the whole interviewing experience a lot less intimidating and you won't be scared and then talk yourself out of the job.

Good luck.




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