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Mastering the question, ‘Why should we hire you?’

One moment the world is as it is. The next it is something entirely different. Something it has never been before,” writes Anne Rice in her novel “Pandora.”

The job market in this COVID-19 economy is as it has never been before. It is unpredictable and perplexing, utilizing technology more than ever in the overall selection process, resulting in an intensely competitive market flooded with millions of applicants. Indeed, times are tough, which is a paramount incentive for you to master how to answer the pivotal interview question, “Why should we hire you?” Other similar questions include: “Given the fact that there are several highly qualified candidates for this position, why should we choose you?” and “What do you think uniquely qualifies you for this position or would make us consider you the ideal candidate for the job?” I could go on, but I’m sure you get the point. Realizing the probability is high you will be asked some version of one of these questions, you should have a well-developed, rehearsed response ready to roll off your tongue with confidence, enthusiasm and a positive attitude to reveal to employers what they will get when they hire you.

To begin with, you need to understand what type of information the hiring manager is seeking when asking the question. Ideally, employers are looking to hire the candidate who is the best fit for the position. That

person will be the applicant who is highly interested in the company and the job; has a keen understanding of the job responsibilities, coupled with stand-out knowledge, skills, attributes and experience to excel at the job; understands the company’s values, pain points, products/services, customers and competition; fits well into the cultural framework; and will be a great addition to the team while delivering optimal results.

With that being said, here are four guidelines to consider when developing your answer:

1. **Do your homework:** Review the company’s website, check out mentions on social media channels, and read and reread the specific job announcement for which you are applying — from the minimum/desired qualifications to the duties and responsibilities of the job. The information gleaned from your research can help guide you in crafting an answer to corroborate that you are the ideal fit for the role.

2. **Determine your value:** Brainstorm and assess your education/training, skills, experience, key attributes, career passions, accomplishments and awards/accolades, as well as feedback from managers and colleagues that distinguishes you as a standout candidate. Consider the unique values that highlight what you bring to the table: major qualifications as well as job and life experiences that set you apart from other candidates and articulate you as

the optimal fit for the position.

3. **Tell a story:** Jennifer Aaker, professor of marketing at the Stanford Graduate School of Business, points out that stories are up to 22 times more memorable than facts alone. Be able to tell a good story. As Thomas Wharton, president of Lifocus Career Services, explains, “With all your reasons for why they should hire you, make sure you provide evidence in the form of anecdotes, detailed examples and past achievements.”

4. **Be prepared:** Start by reviewing your research. Highlight three to four qualifications to emphasize your fit for the job. You want your answer to be concise, focused and no more than one to two minutes. Write out your answer, practice and tape yourself since many interviews will be virtual. Rehearse until you feel your answer flows and you are confident it sounds natural and conversational.

Here’s the bottom line: Although “Why should we hire you?” may be a question you dread, it should be one you welcome. Combined with compelling responses to other interview questions, it gives you the prime opportunity to present yourself as the consummate candidate for the position.

For more information and a list of samples to help tailor your “Why should we hire you?” response, email successim1@yahoo.com, visit www.successimages.com or call (225) 769-2307. ●