

# **Lesson 1: Interview Questions, Behavior-Based Interviews, and Creating Your USP**

**Student Guide Pages: 253-256**

**Lesson Objectives:** By the end of the lesson, your students should be able to:

- understand the importance of making a personal connection with the interviewer through their story
- understand what interview questions they will be asked and how best to answer
- understand what a behavior-based interview is and how to prepare for that process
- create a powerful USP to use in all their marketing venues

## **Lesson Summary:**

This lesson will effectively prepare students for the job-interviewing process. How they answer questions, coupled with their skills and qualifications and other factors, will determine whether or not they are hired. Knowing what questions they will be asked and how to best answer those questions is extremely beneficial in the

interviewing process. Crafting a powerful USP and sharing it confidently will set them apart in the hiring process.

Possible resources:

1. [www.jobinterviewquestions.org](http://www.jobinterviewquestions.org)
2. [www.interactivemarketinginc.com/unique-selling-proposition.html](http://www.interactivemarketinginc.com/unique-selling-proposition.html)

### **Review Questions:**

- What are the four most common interview questions, and how should you best answer them?

#### **Answer:**

1. INTERVIEWER: "Why do you want to work here?"  
YOU: "I've researched your business, and I know how long you've been in existence. I'm aware of your areas of service and specialization, and I feel that with my education and areas of expertise, I would be a perfect fit for you."
2. INTERVIEWER: "Why should we hire you?"  
YOU: "I've been interested in this field for many years. I'm also very impressed with your products, your level of customer service, and the type of clientele you attract. My areas of study and expertise have prepared me to offer your clientele a top-level experience." Here, you may also

want to share your personal story of why you became interested in this area of specialization.

3. INTERVIEWER: “Why are you the best person for the job?”

YOU: “I have a great passion for this industry and have put my best foot forward in school to obtain the best education possible. I’ve also utilized every opportunity to improve my skills.”

4. INTERVIEWER: “What can you contribute to this business?”

YOU: “Having researched your company, I know what services you offer and your areas of specialization. My education fits well within those parameters. I’m a team player and want every employee to succeed. I want to help make this business as successful as possible.”

What is a behavior-based interview, and what are the important components?

**Answer:** It is believed that past performance predicts future performance. Students should be able to relay an event or situation to an interviewer that showcases their contribution to the outcome. They should be very detailed and include these important aspects: the situation, the task, the actions taken, and the result. Their responses should include the names, times, locations, and dates.

- What is a unique selling proposition (USP)?

**Answer:** A USP is a three- to five-sentence pitch that sets you apart for potential employers and makes them interested in hearing more about you.

### **Homework:**

Instruct students to write out their USP and try it out in class. Use the USP in the lesson as a guideline.

### **Class Activity:**

Students should role play in groups of two, with one as the business owner and the other interviewing for the job. They can also share their personal stories with the class.

### **Additional Information:**

Being prepared and rehearsing possible questions and answers before going into an interview can make all the difference in the impression you make on a potential employer. The candidates who take the time to think through the questions and answers are much more confident when facing an interview.

## Funny Interview Questions:

“If you could be any superhero, who would it be?” was a question asked at AT&T for a customer sales representative position.

“If you were shrunk to the size of a pencil and put in a blender, how would you get out?” was asked at Goldman Sachs for an analyst position.

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