

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

Learning Outcomes: By the end of the lesson you should be able to:

- understand the importance of making a personal connection with the interviewer through your story
- understand what interview questions you will be asked and how to best answer them
- understand what a behavior-based interview is and be able to incorporate this knowledge into your interview
- create a powerful USP to use in all your marketing venues

Chapter Summary:

This lesson will effectively prepare you for the job interview process. How you answer questions will determine whether or not you get hired. Knowing what questions you will be asked and how to best answer those questions is extremely beneficial to the interviewing process. Creating and effectively sharing your unique selling proposition (USP) will add the confidence you'll need.

Resources you may want to explore:

1. www.jobinterviewquestions.com
2. www.interactivemarketinginc.com/unique-selling-proposition.html

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

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)?

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.

Review Questions:

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

1. _____

2. _____

3.

4.

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

- What is a unique selling proposition (USP)?

Homework:

- Write out your effective USP and try it out on the class. Use the USP in the lesson as a guideline.
- Practice interview questions and answers with friends and family to improve your interview skills.

Class Activity:

Find a partner and do some role playing with one person as the interviewer and the other as the job seeker. Go back and forth, taking turns playing both roles.

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. Online resources:

www.jobinterviewquestions.com

www.interactivemarketinginc.com/unique-selling-proposition.html

Funny Interview Questions:

“If you could be any superhero, who would it be?” was a question asked by 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 by Goldman Sachs for an analyst position.

Notes:
