



Make or Break Interview Questions

1. Tell me about yourself...

a. Within 30 seconds, follow this formula:

- i. Say your name
 - ii. Previous or current job
 - iii. One or two accomplishments that are relevant to the job you're interviewing for
 - iv. Why you're interested in the job or company
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2. What is your greatest weakness?

a. Choose one weakness that doesn't affect the job and:

b. Follow up with *one* of these options:

- i. Use a real weakness and discuss how you deal with it
 1. Sample: "as a salesperson, sometimes I don't like the paperwork side. So I make sure to start the documentation with the customer to catch the vital facts."
 - ii. Universalize...
 1. Sample: "like most people, I get annoyed if I have to repeat instructions 20 times..."
 - iii. Address the elephant in the room
 1. Sample: "as you can tell, I don't have much retail experience, but I have many transferrable skills..."
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3. Do you have any questions for me?

a. Be sure to have good questions that reflect your interest in the job and the company:

- i. Growth opportunities
 - ii. Personal experiences of the interviewer
 - iii. Company culture / what is it like to work there
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4. Why should we hire you?

a. They are expecting a strong sales pitch

b. Incorporate all of your talents, technical skills and experience – what makes you unique?

c. Worst possible answer: boring repetition of your resume or "I really need a job"
