

## **Soar or Sigh: The Interview and Follow-up**

Be assured that in an interview these days, the dreaded question will come:

*Why should we hire you?*

This is not a challenge; this is a chance for you to excel, distinguish yourself from the many others in the running.

- Don't treat it as a joke.
- Fashion a response that will put the others lined up behind you in the shadows.
- Take this opportunity to tell the company what makes you different, special from all the others.

One effective way of doing this is to script yourself a story about a work experience that exemplifies how you stand out from the crowd, how you are the one who will not give up, the one who will go that extra mile to get the thing done despite all challenges.

Highlight and talk about your strengths. (See "[Competency Skills](#)" near bottom of page.)

Most interviewers are going to be interested in:

- Your particular skill sets as related to the specific job.
- Your affordability in relation to those skills.
- Your awareness and knowledge of the company.
- Your manageability. Are you self-reliant, collaborative, sociable?
- Your potential. Will you be able to grow with the position and the company?

These are bottom-line days. Are you willing to give as much, and maybe a little more than required?

There will be some in that line with better skills, more experience, more education. But will they go that extra mile for the company? Tell about how you spent 50 hours instead of the 35 hours per week to get a really great initiative off the ground. Put a value, a dollar value on your accomplishments at one of your previous places of employment. No one else is you. Tell your story truthfully and honestly and throw a spotlight on value-added (more and better) services you will bring to the table.

## Follow-Up

This is a great chance to differentiate yourself from other candidates. Most will not follow through on the interview by sending a brief acknowledgement and thank you note.

- Ask for business cards from each of the interviewers during the closing (Do you have any questions for us?) segment of the session, or simply contact (email address will do) information
- In a brief – and proofread – note:
  - Highlight your best-fit qualifications
  - Express your enthusiasm to become a member of their team
  - Include (with caution) any added materials or information
- This can be done in handwritten (personal touch) form or by email, whichever seems most appropriate in the particular case