

## "Why should we hire you?"

Consider yourself lucky if you are asked the question, "Why should we hire you?" in a job interview. The answer can't be a standard one you give during every interview. You must do your homework about each company and the job that's open, so you can connect your skills and experience with what is needed for the specific position.

How will you know what to say? Here are some guides:

### **Listen for cues from the interviewer.**

As you listen to the job requirements, jot down key words from your background that will help you answer the question, "Why should we hire you?"

For example, if you learn that customer service is important, you might mention that your boss at your part-time job compliments you on your customer service skills. And if you hear "good organizational skills needed," describe the software programs you use to stay organized.



### **Communicate that you have excellent soft skills.**

If you have soft skills you believe will be an asset to the position, such as being a team player, having strong work ethic or being reliable, say so. Often, your soft skills trump weaknesses in technical expertise.

### **Be enthusiastic.**

Show your excitement and enthusiasm for the position. No matter how good you look on paper, illustrating that you want the job is a key hiring factor. Be careful, though, that your enthusiasm doesn't slip into the category of desperation. You should convey that you want the job, not need it.

### **Be as specific, but brief, as possible.**

A few words of caution: Don't be long-winded. Saying too much can be just as bad as saying too little, because you may look desperate. Convey confidence without appearing aggressive.

Adapted from an article by Jacqueline Smith from *Business Insider*

**Action:** Assume that you will be interviewed for a job as a cashier at an amusement park. If you are asked the question, "Why should we hire you," how will you answer?

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