

# How to Answer “Why Should We Hire You?” During a Job Interview

## INTRO

Welcome to *The Workforce Link*, where we're offering forward thinking conversations for the workforce, linking employers and job seekers to a brighter tomorrow. I'm your host Sundi Jo Graham and I'm glad to not only be back for another episode of the show, but we're back with our final episode of Season 3!

Can you believe we've already spent 36 episodes together? Time flies when you're having fun and learning how to take your career to the next level. Thanks for sticking with me for 3 seasons and if you're good with it, I'll be back for Season 4.

A couple episodes back, on episode 34, we talked about a big question that usually gets asked in a job interview: “What's your biggest weakness?” Another popular question that usually gets asked is “Why should we hire you?” This is actually one of the most common interview questions.

In today's episode we're going to talk about how to answer this question so you can be one step ahead in your interview. Being able to answer this question with confidence lets the employer know what you have to offer, why you're the perfect fit for the job, sell yourself well, and ultimately land the job.

Before we dive into today's episode though, I want to remind you if you haven't already visited one of our Central Missouri Job Centers, that there's no time like the present to do so.

## PROMO - JOB CENTERS

With 8 different locations throughout the Central Region, we have an excited staff waiting to assist you with all of your employment-related needs.

Columbia, Rolla, Jefferson City, Lebanon, Lake of the Ozarks, Fulton, and more! And we've actually just added two more affiliate locations in Mexico, Missouri, and Maries County, to be able to offer even more convenient services.

Whether you're looking for employment, want to go back to school and earn an education, or you're an employer trying to find your next great team member, our Job Center staff can

help! Maybe you just need help writing a resume or doing a job search. We've got you covered.

Find your closest Job Center location today at [cwdregion.com/jobcenters](http://cwdregion.com/jobcenters).

## **DISCUSSION**

Okay, now that we've covered that, let's dive into today's episode on how to answer "why we should hire you?" during a job interview.

When answering this question, there are a few specific things you want to focus on.

### **1) WHY DO YOU WANT TO WORK FOR THEM?**

If you don't know the answer to this, you're going to be in trouble and start filling the time with a lot of "Ums.." This is something you should know ahead of time. Something you've practiced and researched.

If you've been listening to this podcast for the last 3 seasons, you know we've talked a lot about preparation: researching the company's mission, keeping a positive mindset, [writing a winning cover letter](#), [avoiding resume mistakes](#), and more.

If you're new to the podcast, no worries. We've got you covered and there are a lot of helpful episodes you can go back and listen to. And I will share the link in the show notes for you to several of those episodes.

Employers want you to be excited to come to work, excited about working for them. So when you let them know with confidence why you want to work for them, it shows true interest in the company.

And this is why doing your research matters. If you've done your homework, you can tell them that you look forward to working with them because you value the way they lead their teams, for example. Or maybe they do family events and you're drawn to that. Maybe you're excited about the new technology you get to work with. Whatever it is, make sure you know ahead of time what you're excited about.

You don't want to just give them a blank stare with an answer like, "I just really like the company." That doesn't tell them anything. Anyone can say that.

Maybe you like the culture. Maybe you're passionate about the product they sell. Maybe there's a specific focus you can bring value from your previous experience to. Don't be afraid to talk about it.

And this also, if you've done your homework and research correctly, backs up what you've

already stated in your cover letter, at least partially anyway. Because in your cover letter you're talking about their mission, what value you're excited to bring to the table, etc.

So, make sure you know *why* you want to work for them.

## **2) WHAT DO YOU HAVE TO OFFER THAT OTHERS DON'T?**

You don't want to turn into a sleazy car salesman here, but you do want to confidently answer what value you're bringing to the table. You have the opportunity here to brag about your value, so don't waste this experience by getting all nervous and losing your confidence.

And you want to go beyond just the basic skills that you have. That's important, yes. If they require you to know accounting, it's probably important for them to know that, but chances are they already do, because it's on your resume and they wouldn't have called you in for the interview without knowing that.

You need to take it a step further than just sharing your skills and experience. Share *how* those skills make you stand out from other candidates, not just *what*.

Another popular question that's often asked in interviews is, "Tell me about a time you faced a challenge and how you overcame it." Well.. what if you beat them to the punch and switched things up a bit. Ask the employer what challenges you might face in the new position, and talk about how you faced a similar challenge and how you overcame it.

Remember, you want to be confident in your abilities to do the job. Don't wait for them to ask you for the answers. Give them the answers before they even expect them.

## **PROMO - ELEVATOR PITCH**

Hey there! Taking a quick break to share something with you.

Picture yourself standing behind the counter at the shoe store. A customer walks in and wants to buy the best pair of shoes you have. They want a quality product, but also want to save money. There's another shoe store across the street having a huge sale, but the customer came to you first. You only have a few minutes to explain why the customer should buy your shoes vs. the shoes across the street.

You help the customer try the shoes on, all the while explaining the benefits of the cushioning, the upgraded technology, the comfort, and not to mention, how fantastic they look.

Think of your elevator pitch the same way when you're in a job interview with a potential employer. Your elevator pitch is a brief explanation describing the benefits of buying a product – except YOU are that product!

An elevator pitch is one of the most important tools you have when applying for a job. When you position yourself with confidence, clearly summarizing your experience, your skills, your desirable characteristics, the employer is ready to listen.

Put in a nutshell, you're going to impress the employer.

We want to help! That's why we created *How to Create the Perfect Elevator Pitch*, a free guide with four proven simple steps that will help you wow your next employer!

You can download it for free at [cwdregion.com/elevatorpitch](http://cwdregion.com/elevatorpitch)

And now.... back to the show.

## **DISCUSSION CONTINUED...**

### **3) WHERE DO YOU SEE YOURSELF IN 3-5 YEARS?**

Again, another question that's often asked is, "Where do you see yourself in 3 years? Or 5 years?" Well.. guess what? You're going to beat them to the punch on this one, too!

Now more than ever, especially post-pandemic, employers are desperate for team members who are actually willing to stick around. When he/she sits across from you and asks, "Why should we hire you?" paint a picture for them, and a real picture, not what you think they want to hear, that you're actually invested in staying with the company and giving it all you've got.

One way you can do this is by asking them about career growth? Are there opportunities for advancement? What do those look like? What things should you be prepared to work on to grow with the company? This shows the employer that you're here for more than just showing up for a paycheck.

Maybe say something like, "I'm always willing to learn new things and it looks like ABC could definitely provide that opportunity. Are there other positions that I could possibly move into once I've learned the ropes?"

And that doesn't just show the employer that you're ready to truly invest in the company, it also shows him/her that you're confident in your abilities to be challenged, grow, and taught. And who doesn't want to hire someone teachable?

## RECAP

Alright, let's do a quick recap of what we've gone over today on how to answer "why should we hire you?" during a job interview.

1. **Know why you want to work for them.**
2. **Know what you have to offer that others don't.**
3. **Show them you're invested in sticking around for a while.**

Again, this is one of the most popular questions that are often asked in an interview, so there's no reason you can't be prepared before you head into the interview. If you know these answers and can tell the employer that you're ready, you're ahead of the game, my friend.

Okay.. that's it for today's episode **and** that's a wrap for Season 3 of *The Workforce Link Podcast*.

## REVIEW REMINDER

Before we close out today though, I have a question for you. Are you enjoying this podcast? If so, would you mind sharing it with a friend or co-worker who would enjoy it as well? Maybe you have a friend preparing for a job interview who could use some extra tips to make it go smoothly.

And if you haven't already, would you mind leaving a review for *The Workforce Link* wherever it is you enjoy listening? Let us know what you enjoy about the show. It means a lot to us, and it helps us stay visible so that others can easily find us.

## CLOSING

Have a great week, my friend, and we'll meet again in the next episode and in the next Season. Stay tuned for some goodies. Until then.. Remember this... There's always a brighter tomorrow if you're willing to find it.

**Links in This Episode:**

[Episode 32: How to Keep a Positive Mindset When it Comes to Job Interviews](#)

[Episode 22: How to Write a Cover Letter Worth Noticing](#)

[Episode 13: Six Resume Mistakes You Must Stop Making Today](#)

[Central Region Job Centers](#)

[Elevator Pitch](#)