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Killer Questions

Interviews are designed to do just one thing; identify the best possible candidate for the advertised job. Sometimes it may feel like the questions being asked have been designed to deliberately catch you out or make you question whether you are up to the job or not. That's not their intention, some questions aim to establish how well you cope under pressure, others will reveal your personality or see what your career aspirations are. Here are some of the toughest interview questions and their suggested responses:

Tell me about yourself

This is perhaps the most open ended questions of them all and is typically used by interviewers as a warm up question to give you the opportunity to shine. Resist the temptation to start talking about your life history. What the interviewer is looking for is a quick two or three minute snapshot of who you are and why you are the best candidate for the job. Keep your response relevant to the position you are applying for:

'I started my media sales career 5 years ago as a telesales representative, rising through the ranks before gaining promotion to sales manager three years later. I am now responsible for training and developing a team of 15 sales consultants that are currently the company's best performing sales team.'

Why should we hire you

This can be a killer question and can make or break your chances of winning the job. How you answer it will depend on how well you have probed your interviewer about their requirements and expectations. What the employer is really asking you is 'What can you do for my business', your response needs to answer that question:

'As I understand your needs, you are first and foremost looking for someone who can increase your advertising sales and has experience of managing a sales team. I have a proven track record in successfully managing and developing my territory within this sector, having increased my sales from £150,000 to £210,000 over the last two years alone.'