


market yourself with
QUESTIONS



- 
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 - 4 industry transitions
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 - 12 career promotions
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Market Yourself w/ Questions

Asking questions during an interview might be the most under-rated part of an interview and by questions, I mean the questions YOU ask.

YES! You get to ask questions.

I want you to plan for it because an interview is your opportunity to evaluate the company and role for their fit to you as much as their determination of your fit for the position and culture.



Market Yourself w/ Questions

The questions you ask provide you with information.

Your questions are also another way to showcase your skills and experience.

Biggest benefit to asking questions?

It creates the desired conversational nature of interviews that makes everyone involved more comfortable (and more like real-life people talking).

It's the perfect way to demonstrate what it's like to work with you.



When & What?

Don't wait until the end of the interview to ask your questions.

Ask them strategically throughout your interview. Engage your audience.

When you're curious to know more or need clarification, ask. This is how normal conversations happen and it works that way in an interview, too.

Let's look at some sample questions.



Sample Questions

LEADERSHIP STYLE

How do you stay engaged with what's happening on a day-to-day basis?

What are your favorite aspects of leading others?

What have you found works well for helping people work together?

If I'm hired, what is the best way I can support your [efforts, vision, strategy]?



Sample Questions

TEAM DYNAMIC

How would you describe the personality of the team?

What are your favorite ways to keep each other motivated?

What was the most recent team accomplishment and how did it happen?

How to the roles of this team impact each other and the company?



Sample Questions

SHARE YOUR VALUE

What is an example of a recurring challenge for the person in this role?

What is the most urgent result needed in this position?

Who are the people depending on this role for their success?

What is the biggest goal for the team and this role?



Market Yourself w/ Questions

Asking questions is your way of showing your interest. It gives you additional opportunities to share your knowledge, value, skills and experience.

When authentic curiosity is the energy behind your question, you can never go wrong.



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