

The 5 Things they Want to Know About You

Are you seeing red cars?

Have you ever noticed the phenomenon when for example, you think you might want to buy a red car, and then all of a sudden you start seeing red cars everywhere? **The same thing happens to job seekers. All the time.** If they are worried about something, they will start looking for it, and then they will start seeing it in places where it probably doesn't exist.

You might be seeing red cars in your job search ... and not even know it!

How to avoid seeing red cars: Every time you think they are discriminating against you, focus on the 5 core questions and ask yourself "Are they REALLY discriminating against me? Or, is it possible they are trying to figure out one of those 5 core questions?"

There are 5 core things every employer wants to know about you. These 5 core questions are at the heart of EVERY interview question.

No matter what question they ask you, I promise you: it points to one of these core questions. If you can wrap your head around that, and prepare accordingly, you'll be able to deliver what they want ... even when their questions seem confusing. Here are the 5 things they want to know:

1. Can you DO the JOB?
2. Do you UNDERSTAND the JOB?
3. Are you at the RIGHT PRICE?
4. Will you FIT IN with the team?
5. Do you WANT the job?

These questions are straightforward. Unfortunately, instead of asking these questions directly, recruiters and hiring managers after ask other questions ... aimed at getting answers to these 5 core questions. Here's the problem with that:

If you're worried about something, one innocent question can make you think that THEY are worried about it, too!

Here's an example ...

Let's assume for a minute that you are 57 years old, and you're afraid of age discrimination. You've got all the right skills, and you think you're a show-in for a job. However, the recruiter asks you several questions that show she's not yet convinced you're the guy for the job.

One of her most important responsibilities as a recruiter is to reduce the risk of hiring someone who is going to quit soon. "Do you want the job?" is one of the most important questions for her to figure out. The truth is, the chances of you quitting are really high if you are interviewing for a job that is paying less than you've made in the past, or which entails less challenge and responsibility.

To mitigate the risk of hiring someone who will quit soon, the recruiter will ask you questions like these:

1. "Where do you see yourself in 5 years?"
2. "You've really overqualified for this job. Are you sure you want it?"
3. "I think you'll be bored. Why are you interested in this job?"
4. "You've done so much over the course of your career. Why are you interested in this job?"

If you're worried about something big (your age, the fact that you've been unemployed for + months, a key skill that you are missing, etc.) these questions could easily make you feel like you're being discriminated against because of it ... when the truth is, the recruiter is really just trying to figure out if you want the job.

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“There are no secrets to success. It is the result of preparation, hard work and learning from failure.” - Colin Powell



Answer the 5 key questions

1 - Can you **DO** the job? (Are you really qualified? If so, prove it!)

Name 5 key skills (experiences) you have that qualify you for this job:

- _____
- _____
- _____
- _____
- _____

2- Can you **UNDERSTAND** the job? (Are you qualified? If so, prove it!)

- How is the job like past jobs of yours?

- How is it different?

3 - Are you at the **RIGHT PRICE**? Can they afford you? Will you accept their offer? Will you be **HAPPY** at their offer ... or will you quit for more \$ elsewhere?

- What is the **MARKET** rate for your skills & experience now? (Range)

- How much money do you **NEED**? _____
- How much money do you **WANT**? _____
- When will you walk away? (What is your bottom line?) _____

4 - Will you FIT IN WITH THE TEAM? Culture clash is one of the top reasons people fail, get fired or quit. Employers know this, so they are just as concerned as you are about finding a good “fit.” If you can’t answer the following questions right now (because you don’t know enough about the company), that’s just fine. Be open and enthusiastic about learning what their company culture is like. Ask the hiring managers some questions to help you understand their culture (see sample questions for you to ask below).

- Have you worked at a company with a similar structure and culture?

- In what kind of environment do you thrive (excel and succeed)?

- What attracts you to the company, work and/or team?

5 – Do you WANT the job? Just because you applied for the job does not mean you really want it. Employers know this. A few interviewers will ask you directly about this with questions like “What attracts you to this company and job?” or “Why do you want the job?” All will spend the interview looking for clues that you’re excited about their company and job. It’s up to you to find some enthusiasm and bring that forward in your interview. Here are some questions to help you find your enthusiasm for this job:

- What attracts you to the industry? _____

- What attracts you to their company? _____

- What attracts you to the job (duties, role, etc.) _____

Psst! If you really DON'T want the job, but you need a paycheck:

The reality is this: sometimes in life you will be interviewing for a job that does not excite you ... because you need a paycheck. That’s reality, and that’s just fine. However, you need to find something you can get excited about before you go on that interview or your lack of enthusiasm will come through and they will hire someone else. For example: Sue needed money, so she took a part-time job at Target as a cashier. In her heart, she did not want to work in retail again, but she couldn’t afford to wait for the perfect job. During the interview, they asked her “Why do you want to work at Target?” She said “I’ve been shopping at Target since the Dayton days. I love the shopping experience. I also love that Target donates 5 percent of its profits back to communities.” She did not say “I love working as a cashier,” because that was not the truth. Instead, she found something else to get excited about, and shared that. It worked; she got the job ... and it paid the bills while she looked for the job she really wanted.

“People don’t buy what you do; they buy why you do it.” – Simon Sinek

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