YOUR INTERVIEW STRATEGY CHEAT SHEET - LESSON 1

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WHAT BUSINESS PAIN DO YOU SOLVE?

Examples of common business pains:

- The pain an organization experiences when customers become unhappy and buy from someone else (Customer service manager, consultant, customer success team, or account manager)
- The pain associated with products that are supposed to launch and don't make it off the ground (Manager, team lead, project manager)
- "I have no idea where last month's marketing expenditures went" pain (Accountant, bookkeeper, accounting assistant)
- The pain of employee turnover (Employee engagement, people operations, HR)
- The pain of department inefficiency in Accounting or HR
- The pain of making sure everyone gets paid on time and in the right amount (Payroll coordinator/payroll clerk)
- The pain of ensuring the office runs smoothly, meetings get scheduled, and employees are content (People Ops/ Office Admin)
- The pain you feel when your products get recalled (Quality Control)
- The pain you feel when accounts are a mess (Accountant)
- The pain you feel when you're audited (Accountant)
- The pain of not meeting revenue goals (Sales Person)

Reframe your background to stop focusing so much on your skills and start talking about the business pain you solve--it's a much more powerful message!

Anyone can talk about their skills, but the interviewer is more interested in how you've used those skills to get specific results--results that leave them salivating because they want those results, too.

What pain(s) do you solve (make your best guess)?

What problem(s) do you solve in the work that you do?

What positive comments have you received about the work you do?

What have your past performance reviews said about your work?

WHAT WILL YOU DO IF YOU GET THE JOB? WHAT IS YOUR PLAN TO SOLVE THE BUSINESS PAIN FOR THEM? IN THE LINES BELOW, BRIEFLY DESCRIBE HOW YOU WOULD GET THIS DONE.

Examples:

- Learn their systems, procedures
- Train and pay close attention to what needs to be accomplished in this new role
- Understand the goals clearly and specifically
- Work towards the company goals using your *skills*, experience/education etc.

Decide what 3 questions you will ask at the beginning of the interview to confirm the specific business pain they're experiencing:

1)

2)

3)

Choose your key career stories to demonstrate how you solve the business pain.

(Write down 3 ideas for stories you can tell to describe how you have solved this business pain before. We'll refine these stories in module 4).

1)

2)

3)