



INTERVIEW STRATEGY

Answering Questions the 1 + Way

GO!



Using the 1+ method
to answer questions will generate
excitement and enthusiasm

The 1+ way turns features/skills into benefits. By answering questions in such a way, the interviewer will want to hear more about you.

Most of the people only talk about what did they do, but now we need to add one element to impress your employer



what did you do + 1 (what is the outcome)

Do your answers create an **OK**, a **MMMMM...** Or a **WOW**?

(Here's a hint: This is what Behavioral Interviews are all about)

OK: The answer is just OK, it doesn't excite me or get me to want to hear more.

MMMMM... :The answer is starting to interest me, I'm a little bit impressed, and I want to hear more.

WOW: This is an answer that really makes an impact. It doesn't seem as though anyone else can shine like you do.

In answering the question, give complete answers with an example. This is the "carrot." A good answer should take between 30 seconds and 1 ½ minute to explain. Any more or less is too long or short. Remember that the interview should be a 50:50 conversation with real communication.

Here are a few examples:

1. "I am very reliable."

OK, Yea, yea, yea, that's what everyone says....

2. "I am very reliable. I really enjoy my work. I have only missed 3 days of work in the last 5 years."

MMMMM...I am a little bit more interested in this candidate.

3. "I handled many delicate customer service calls."

Sounds OK

4. "I handled many delicate customer service calls." I was promoted to handle all the customer service calls for the President of the company. I handled all the problem calls and even earned an award for customer satisfaction."

WOW! Now I'm becoming impressed.

5. "I increased the number of accounts in my division."

OK, I'm a bit impressed, but I need to hear more.

6. "When I came on board, I found a way to make the system more productive. I more than tripled the number of accounts in my division, from 42 to 132."

WOW! Sounds more impressive.

