Tackling the “Why You” question

Your palms are sweaty, knees week, your arms are heavy… it’s time to go in for that interview. Interviews can be stressful no matter what, but going in prepared is the best way to ease the nerves. Make sure you look professional, you’ve done some practice questions, and that you’ve researched the company. But also make sure that you SELL YOURSELF! Many employers believe that younger applicants tend to not sell themselves during the interview as much as they should. Pitch that personal brand of YOU!

The perfect opportunity to sell yourself is with the “Why you?” question. This is your chance to link your skills, experience, education and personality to the position. You’ll want to go into more detail than simply stating that you feel you are a good fit for the position. Explain why! The most important thing to remember is that this isn’t necessarily the time to simply state what you want. This is the time to talk about some of your accomplishments and expertise and why you are definitely the person that they are looking for and how much you have to offer to the company.

Don’t be too stressed if you are worried about not having as many skills, experiences or qualifications as some of the other candidates. There will most likely ALWAYS be someone who is technically “more qualified”. You just have to figure out what sets you apart from the rest. What makes you unique? Excitement and passion might be a good place to start. People are naturally attracted to people who are charismatic, who seem genuinely passionate about what they are talking about, and who love what it is that they do. I can personally attest that passion is one of the best attributes to sell during the interview. It is how I landed my first internship.

You’ve done your research and you’ve prepared yourself. You’ve worked hard to get this interview. Make sure they know that! Go and tell them why they would be crazy NOT to have you. Best of luck!

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