

SPECIAL REPORT

How To Give Perfect Interview Answers Every Time

**"This Proven Interview Method Is Used
By The Top Job Seekers in the World"**



By Jeffrey Gillis and Michael Simpson

This is NOT a free e-book! The list price of this book is \$27. You have been given one complimentary copy to keep on your computer. You may print out one copy only as a bonus for signing up for your free subscription to InterviewMasterSystem.com.

Printing out more than one copy -or distributing it electronically -is prohibited by International and U.S.A. copyright laws and treaties, and would subject the purchaser to penalties of up to \$100,000 PER COPY distributed.

Copyright © 2014 All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic, or mechanical, including photocopying, recording, or by any information storage and retrieval system.



Here's What Jeff & I Are Gonna Share With You In This Special Report:

- **The 'Candidate Face Off' infographic where we reveal why 2 seemingly 'equal' job seekers aren't equal at all!**
- **'Perfect Candidate' answers to the 3 toughest job interview questions that you'll almost certainly have to face while sitting on the hot seat. (Plus a bonus!)**

Hey this is Mike and I'm here with my friend Jeff (together known as "The Interview Guys") and a little later on in this report we'll answer the three toughest job interview questions, but first we need to show you an infographic we made that perfectly illustrates what most people do wrong when preparing for their interview...

Take a look:



Candidate Face Off

Same Interview - Same Qualifications - Same Question

Who Got The Job?

(hint: it has nothing to do with their gender)



Candidate A



Candidate B

The Question: What would you say was your greatest achievement at your last job?

Candidate A Answer:

My greatest achievement is the award I was given for my work on the Pace account. I was recognized for single handedly growing the account by 35% and ultimately breaking a record for growth in one calendar year.

Candidate B Answer:

My greatest achievement is definitely my work on the Winthrop clean energy summit in which I managed a team of 6 people that collaborated to organize the yearly event to a smashing success in our city.

So Which Answer "Got" The Job Offer?

One of these candidates was given the job offer based on their response to the question. Can you tell which one it was (hint: it has nothing to do with the gender of the candidates)? It's a tough decision, isn't it? I mean, both seem like great answers...right?

Well, I bet it will become clearer if I show you the rest of the graphic... You see there's more to the story here than meets the eye:

Go to Next Page to See the Full
Graphic...

Candidate Face Off

Same Interview - Same Qualifications - Same Question

Who Got The Job?

(hint: it has nothing to do with their gender)



Candidate A



Candidate B

The Question: What would you say was your greatest achievement at your last job?

Candidate A Answer:

My greatest achievement is the award I was given for my work on the Pace account. I was recognized for single handedly growing the account by 35% and ultimately breaking a record for growth in one calendar year.



- Untargeted answer based on "him"
- What he knows before going in to the interview:

He knows they're hiring.

Candidate B Answer:

My greatest achievement is definitely my work on the Winthrop clean energy summit in which I managed a team of 6 people that **collaborated** to organize the yearly event to a smashing success in our city.



- Targeted answer based on "them"
- What she knows before going in to the interview:

She knows based on concrete evidence that they highly value **collaboration** as an ideal quality of their Perfect Candidate

Candidate B got the job because she 'Tailored' her answer to the company she was interviewing for!

Now do you understand why the second answer got Candidate B the job?

Because this candidate understood one VERY critical fact, a fact that Jeff and I have chosen as our “job interview mantra”. In other words, these are the words that we live by:

“It’s not about you, it’s about them.”

What does that mean?

It means that you have to *tailor* your entire interview, and more specifically your answers to the questions, to the company you are interviewing for.

Think about it this way. Every single company that you are interviewing with will have a Perfect Candidate (PC) in mind, and their “PC” must have specific knowledge, skills and abilities...or what we like to call “Qualities”.

In the example above, Candidate B chose to focus on and present a Quality that they KNEW their company put high value in. In doing this, the candidate has essentially aligned themselves with the company’s idea of the Perfect Candidate and basically rewired the Hiring Manager’s brain so that they see them as the only person for the job!

Take it from the Interview Guys; you can’t just do what everyone else is telling you to do, which is to prepare some carbon copy answers you found while surfing the internet. We tried the same tactic and it simply doesn’t work. If you

want to become your company's Perfect Candidate, you absolutely need to master the concept of tailoring and apply in in every job interview.

You need to stand out! Otherwise, you'll never get a job in this tough job market. And being jobless or stuck in a terrible low paying job sucks.

You have to use the trick we've just given you to set you apart from everyone else and ensure you leave the room with an offer in your back pocket.

Ok, now Jeff and I want to give you specifics on how to answer the 3 most common toughest job interview questions. Chances are you'll face these in your interview, so it is absolutely crucial that you are prepared for them. But more importantly, you have to be prepared for them in the right way.

It is because of this fact that we're presenting you the answers to these questions the right way: establishing the context of where the interview question is being asked (ie the company and what they value specifically).

We're going to highlight in blue where we are adding these "tailored" Qualities to our answers.



MASTERING THE TOUGHEST QUESTIONS

QUESTION 1:

“Tell Me About Yourself.”

(Desired Perfect Candidate Quality: multi-tasking)

ABC Company values the ability to manage several different tasks or responsibilities at the same time as an essential part of this position.

Example Answer:

I think the best way to describe myself would be that I’m a passionate, dedicated worker who **thrives off of balancing several projects at the same time**, which I believe I showed in my last position at Sentama Inc. I was responsible for sales, service, accounting and marketing, and in my role as CEO I was instrumental in growing the company by an average of 18% per year. **I love being critically involved on multiple levels on projects** and I think I thrive in this type of environment, it keeps my mind sharp, active and engaged.

(Notice how the answer is presenting a strength that is perfectly aligned with what the company values.)

QUESTION 2:

What's Your Biggest Weakness?

(Desired PC Quality: detail-oriented)

XYZ Company values individuals who are highly organized and pay great attention to every detail.

Example Answer:

I am an extremely thorough and particular individual, who places a large amount of importance on getting all aspects of a project done properly. This **tremendous focus on the details** can sometimes require more time than is originally allotted for a project, which in certain situations can be troublesome. I'm conscious of the ramifications of this behavior and do my best to strike a balance between perfection and efficiency.

(So first of all, notice how the answer "pivots" and turns the weakness into a positive. This by the way, is where most advice you find in books or on the internet would stop! But here with this "tailoring" strategy, the interviewee knows that company is looking for detail oriented people. Therefore the power of their answer is supercharged because not only are they turning their weakness into a strength but they're turning it into a strength the company is specifically looking for! Are you seeing the power of this!?...I hope so 😊)

QUESTION 3:

Why Did You Leave Your Last job?

(Desired PC Quality: decisiveness)

123 Company requires that a person in this position must be able to make decisions quickly.

Example Answer:

While overall my experience at the West Coast Box Company was a positive and rewarding journey, over time I felt like my style of working did not align well with their style. In my role as Shipping Coordinator, **I was required to make decisions quickly** and get my crew to act quickly in order to ensure that my clients received their goods on time, but my managers preferred the free flow of ideas with very loose time management standards and it made my job quite difficult.

Bonus Question #1 (applicant with no work experience)

Describe to me a time you were faced with a problem and how you dealt with it?

(desired PC Quality: calm under pressure)

Example Answer:

I can certainly remember a heated situation during my time as VP of the Student Union at Washington State University, where two separate groups of students were at each others throats as a result of budget cuts at the school. **I think I really was able to showcase one of my biggest strengths, my ability to remain calm under pressure**, when I organized and lead a mediation between the two groups that resulted in a handshake agreement.

(We wanted to show an example of how you can use this “tailoring” strategy even without any prior work experience. You just need to use examples that highlight the desired Quality you want to show.)

Bonus Question #2

Why do you want to work for us?

(Desired PC Quality: Ethical)



Example Answer:

The main reason I want to work for Barrett, Fortis and Keller is that your firm aligns perfectly with why I became a lawyer in the first place: to make sure there was **someone championing ethical standards in this field**. As a lawyer, we often walk the fine line between winning a case and doing the right thing which is why I admire the way you have managed to balance ethics and winning so successfully.

I hope you're seeing how crucial this "tailoring" is to your interview success! If you screw this up and highlight a quality of yours that they're not interested in or worse yet a quality that runs counter to what they are looking for... you're sunk! No job offer, back to the end of the line!

This little shift in the way I prepared for interviews has single-handedly gotten me job offers for every job I have interviewed for since (seriously). [This SIMPLE tweak](#) of adding a PC Quality to each answer, effectively tailoring the answer to the specific company I was interviewing with, CHANGED EVERYTHING. And it will do the same for you.

This is EXACTLY what you need to be doing to get the job. Do yourself a favor and follow this method and I guarantee that you will see the difference!

So now you might be saying to yourself: "Well great Mike but how do I actually find out what my company is looking for?"



Well actually there's a step by step process I use to find these Qualities and create perfect interview answers to any question. Jeff and I made you a quick presentation that explains this whole strategy.

We guarantee that this will give you a massive advantage over your competitors.

[➔ Click here to watch the video](#)

Thanks for reading and I hope you got a lot out of this special report!

Mike

M. SIMPSON

And Jeff!

J. GILLIS

“The Interview Guys”



Copyright © 2014 by Interview Master System

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic, or mechanical, including photocopying, recording, or by any information storage and retrieval system.

Published by:

Interview Master System

93 S Jackson St. #18519

Seattle, WA 98104-2818

Website: <http://www.interviewmastersystem.com>

E-Mail: support@interviewmastersystem.com

