

HOW TO ANSWER THE TOUGHEST INTERVIEW QUESTIONS

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Professional Cv

Maker &

Job Interview Guide

Expert in
Redrafting CV
& Cover Letters
that Stands
out.

Report Writings
Mordern Templates
Resume Corrections
Cover Letter Drafting
Linkedin Revamp
Research & Proposals
Motivation Letter



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"Serving what you Deserve"



C.V & INTERVIEWS TIPS

Curriculum Vitae

Reduce your personal details to a few, REMOVE THE FOLLOWING FROM YOUR CV.

- Age
- State of origin
- Language
- Sex
- Marital Status
- ID
- Date of birth
- Nationality-these could be optional except you are applying to jobs outside the country.

Note: Save those details to the interview

Some Important Tips To Know About Cv

1. Your referees or references should be aware their names are on your CV. Don't just put an uncle or aunt's name on your CV because you feel they are influential. If you must, let them know. They could deny you if not brief beforehand and that's a deal breaker for you before an employer. Referees are always 3 in number by standard! or you keep your referees on Request

2. Try to get at least one professional certification, else, you'd be submitting what they now call a blank CV. At this Era, Companies now see KCSE, Certificate, Diploma, Degree as a common thing own by anybody. So a smart person uses professional Certification to Stay above others. If you don't have Experience from any establishment, they will consider those with other certifications and on other minor trainings. So play your cards well

3. Never forward a CV to an employer. Compose a new mail and attach you CV. Don't also submit a blank page. You can copy your cover and paste in lieu of typing application letter/Cover Letter.

Little errors that counts when submittig C.V

~Some of us don't save our C.V with our names...

e.g

Saumu C.V or SST C.V ✗

Saumu Sumu Tamu C.V ✓

It will be difficult to sort...

REMINDER

~Our Emails don't carry any of our names

E.g donpaul@gmail.com ✗ or sms2018@gmail.com or sms2018@crng.com ✗

Saumusumutamu@lcrng.com ✓ if possible it carries all your names.. And it's not necessarily it carries all your names but atleast 2 names

IMPORTANT AREAS IN YOUR CV

- Professional Summary/Profile
- Career Objectives
- Personal Profile
- Education
- Work Experience
- Key Highlights
- Accomplishments/Achievements
- Core Qualifications/Competencies
- Professional Affiliations
- Key Skills
- Interests/Hobbies
- Core Values
- References
- Declaration

4. An ideal CV should be in black and white not coloured using Times New Roman, unless you are drafting a bold coloured font for the header.

5. You do not have to submit your CV on Microsoft word file. Use PDF, Except where the firm asks for word format. Use large font for letters on your name, do not write CV as the header, instead write your name in **LARGE BOLD** and Times Romans

6. Coloured CVs can only be accepted on two occasions. First, when you are applying for a job as a Graphic Artist, you can design your CV in colours to improve your employer. Second, you can also use coloured CV when you want to append the logos of firms you've worked before in your work experience section or as your header font.

7. Under the academic qualification and dates, you will only need to state the schools you attended, the course read and the year of graduation. There's no need stating your grade e.g, First Class, 2nd Class Lower, Pass, Credit, Distinction etc. You can't tell who's at the back-end perusing your CV. As impressive as your certificate might be, someone might feel threatened. We live in a funny world. Save yourself the stress.

8. Save your CV on your computer or mobile phone with your real names, e.g Saumu Sumu Tamu CV not 'My CV' or 'Edited CV' or 'Updated CV'.

9. There's no point stating your year of admission on your CV e.g 2012 - 2019. Just write 2019.

10. Don't use funny and puerile emails on your CV. e.g simpleboy@yahoo.com or cutebaby@gmail.com. It could cost you a job interview. Use your real names e.g Saumusumutamu@gmail.com or sumu.tamu@gmail.com or Saumusumu254@gmail.com is preferable and more mature.

11. Make sure your CV has the same address as the town you are applying for a job to increase your chances. It depends on the size of the firm though. If you are applying for a job in Nairobi, Kisumu, Mombasa, use a Nairobi, Kisumu, Mombasa address, it is very important!

For the sake of emphasis... am writing again....

if you are not staying close to the company you are applying for but have someone staying around there, you can use around there, please tweak and tailor your CV to carry an address closer to the company. They most times consider proximity while shortlisting candidates

So before applying to any company, be sure to research the address please. Very important

12. If the job requires a Degree, masters, diploma, certificate holders and you are slightly below that, you can still apply, Just apply, let the employer disqualify you. You may be the only one with the skills and experience they need.

Most times, companies follows this formula- SKATE

S- Skills

K- Knowledge

A- Abilities

T- Trainings (Which are your Professional Courses)

E- Experience (The most important one).

13. Another set of candidate, who doesn't know how to use **Past Tense Verb And Present Tense Verb In Their Cv/Resume**, should also forget about been shortlisted for interview. Go back to your basis. This one is important.

Career Objective VS Career Summary

Career Objective is used to show your interests and where you would like to fit. It's mainly used for people who are open to new careers or those applying to unsolicited jobs and that's why it basically talks about your interest and objective in a job.

Career Summary is for better for experienced hands or even young graduates who are applying to similar professions. It highlights your skills and experience which uses keywords from the job description to show why you're a perfect fit for the job you're applying for.

Choose wisely when writing your CV

KEYWORDS are important!

Some companies use ATS that sift out CV's with certain keywords.

To know what to include, study the job description for the required skills, the specialty of the role, technical/technological requirements.

When listing out your job description/task, ensure that your previous work experience is in past tense and not present continuous.

E.g

-Ensured that facilities were clean rather than Ensure/Ensuring facilities are clean.

Always ensure your CV is detailed enough. E.g when giving the duration of your experience: 2013-2015 is vague. Best to put: June 2013- July 2015

If you would like your experience to stand out and give you an added advantage, ensure you add your ACHIEVEMENTS/ACHIEVEMENTS or special projects.

This shows the value you have added in the past that this new company can benefit from.

It's not always the best candidate that gets the job, more often it's the candidate who proves that they are the best match and most interested in the role.

Remove your Age, State of Origin, etc. from your CV. This is because information like this can cause prejudice even before your CV is looked at. The only personal information I would advise is your email, POBox, Contact and Name. Although those are not compulsory either.

DO NOT MISS THE FOLLOWING IN YOUR CV

- Professional Summary/Profile
- Career Objectives
- Personal Profile
- Education
- Work Experience
- Key Highlights
- Accomplishments/Achievements
- Core Qualifications/Competencies
- Professional Affiliations
- Key Skills
- Interests/Hobbies
- Core Values
- References
- Declaration

NOTE:

If you don't have time working on your CV a fresh, revamping it or just making it so suitable, am here, I will always help you tailor it to the best description.

INTERVIEW MOST COMMON QUESTIONS

Q1 Tell me about yourself?

Q2 What are your greatest strengths?

Q3 What are your greatest weaknesses?

Q4 Tell me about something you did – or failed to do – that you now feel a little ashamed of?

Q5 Why are you leaving (or did you leave) this position?

Q6 The “Silent Treatment”

Q7 Why should I hire you?

Q8 Why do you want to work at our company?

Q9 Where do you see yourself five years from now?

Q10 Describe your ideal company, location and job?

Q11 How do friends describe you?

Q12 What do you know about this company?

Q13 Do you have any question to ask the panel?

Q14 What is your salary expectation?

TO EXCEL IN AN INTERVIEW

1. Demonstrate confidence
2. Give concise/sharp answers
3. Be positive and smile
4. Sell your skills and yourself
5. Use the STAR technique (explain the situation, task, action and result).

Question 1 - Tell me about yourself

TRAPS: Beware, about 80% of all interviews begin with this “innocent” question. Many candidates, unprepared for the question, skewer themselves by rambling, recapping their life story, delving into ancient work history or personal matters. The interviewer is not interested in hearing stories; they simply expect to know your academic and professional achievements, your name and the institution you currently work for. Take a minute to introduce yourself, and state your recent academic qualification and your relevant experience (if any)

BEST ANSWER: Start with the present and tell why you are well qualified for the position. Remember that the key to all successful interviewing is to match your qualifications to what the interviewer is looking for. In other words *you must sell what the buyer is buying. This is the single most important strategy in job hunting.*

So, before you answer this or *any* question it's imperative that you try to uncover your interviewer's greatest need, want, problem or goal.

To do so, make you take these two steps:

1. Do all the homework you can before the interview to uncover *this person's* wants and needs (not the generalized needs of the industry or company)
2. As early as you can in the interview, ask for a more complete description of what the position entails. You might say: “I have a number of accomplishments I'd like to tell you about, but I want to make the best use of our time together and talk directly to your needs. To help me do, that, could you tell me more about the most important priorities of this position? All I know is what I (heard from the recruiter, read in the classified ad, etc.)”

Then, *ALWAYS follow-up with a second and possibly, third question*, to draw out his needs even more. Surprisingly, it's usually this *second* or *third* question that unearths what the interviewer is *most* looking for.

You might ask simply, "And in addition to that?..." or, "Is there anything else you see as essential to success in this position?:"

This process will not feel easy or natural at first, because it is easier simply to answer questions, but only if you uncover the employer's wants and needs will your answers make the most sense. Practice asking these key questions before giving your answers, the process will feel more natural *and you will be light years ahead of the other job candidates you're competing with.*

After uncovering what the employer is looking for, describe why the needs of this job bear striking parallels to tasks you've succeeded at before. Be sure to illustrate with specific examples of your responsibilities and especially your achievements, all of which are geared to present yourself as a perfect match for the needs he has just described.

Question 2 - What are your greatest strengths?

TRAPS: This question seems like a softball lob, but be prepared. You don't want to come across as egotistical or arrogant. Neither is this a time to be humble.

BEST ANSWER: You know that your key strategy is to first uncover your interviewer's greatest wants and needs before you answer questions. And from Question 1, you know how to do this.

Prior to any interview, you should have a list mentally prepared of your greatest strengths. You should also have, a specific example or two, which illustrates each strength, an example chosen from your most recent and most impressive achievements.

You should, have this list of your greatest strengths and corresponding examples from your achievements so well committed to memory that you can recite them cold after being shaken awake at 2:30AM.

Then, once you uncover your interviewer's greatest wants and needs, you can choose those achievements from your list that best match up.

As a general guideline, the 10 most desirable traits that all employers love to see in their employees are:

1. A proven track record as an achiever...*especially if your achievements match up with the employer's greatest wants and needs.*
2. Intelligence...management "savvy".
3. Honesty...integrity...a decent human being.
4. Good fit with corporate culture...someone to feel comfortable with...a team player who meshes well with interviewer's team.
5. Likeability...positive attitude...sense of humor.
6. Good communication skills.
7. Dedication...willingness to walk the extra mile to achieve excellence.
8. Definiteness of purpose...clear goals.
9. Enthusiasm...high level of motivation. Confident...healthy...a leader.

Question 3 - What are your greatest weaknesses?

The question is not simple as it looks; most candidates go blank when they face this kind of question. Take your time in explaining why you can't leave the office before you complete a task. You can also inform them how you are quick to trust a person, which in most cases makes you a victim.

TRAPS: Beware - this is an eliminator question, designed to shorten the candidate list. Any admission of a weakness or fault will earn you an "A" for honesty, but an "F" for the interview.

PASSABLE ANSWER: Disguise a strength as a weakness.

Example: "I sometimes push my people too hard. I like to work with a sense of

urgency and everyone is not always on the same wavelength.”

Drawback: This strategy is better than admitting a flaw, but it's so widely used, it is transparent to any experienced interviewer.

BEST ANSWER: (and another reason it's so important to get a thorough description of your interviewer's needs *before* you answer questions): Assure the interviewer that you can think of nothing that would stand in the way of your performing in this position with excellence.

Then, quickly review your strongest qualifications.

Example: “Nobody's perfect, but based on what you've told me about this position, I believe I'd make an outstanding match. I know that when I hire people, I look for two things most of all. Do they have the *qualifications* to do the job well, and the *motivation* to do it well?”

Everything in my background shows I have both the qualifications and a strong desire to

achieve excellence in whatever I take on. So I can say in all honesty that I see nothing that would cause you even a small concern about my ability or my strong desire to perform this job with excellence.”

Alternate strategy (if you don't yet know enough about the position to talk about such a perfect fit):

Instead of confessing a weakness, describe what you *like most* and *like least*, making sure that what you like most matches up with the most important qualification for success in the position, and what you like least is not essential.

Example: Let's say you're applying for a teaching, health or business position. “If given a choice, I like to spend as much time as possible in front of my prospects selling, as opposed to shuffling paperwork back at the office. Of course, a long ago learned the importance of filing paperwork properly, and I do it conscientiously. But what I really love to do is sell (if your interviewer were a sales manager, this should be music to his ears.)”

Question 4 - Tell me about something you did – or failed to do – that you now feel a little ashamed of

TRAPS: There are some questions your interviewer has no business asking, and this is one. But while you may feel like answering, “*none of your business,*” naturally you can't. Some interviewers ask this question on the chance you admit to something, but if not, at least they'll see how you think on your feet.

Some unprepared candidates, flustered by this question, unburden themselves of guilt from their personal life or career, perhaps expressing regrets regarding a parent, spouse, child, etc. All such answers can be disastrous.

BEST ANSWER: As with faults and weaknesses, *never confess a regret.* But don't

seem as if you're stonewalling either.

Best strategy: Say you harbor no regrets, then add a principle or habit you practice regularly for healthy human relations.

Example: Pause for reflection, as if the question never occurred to you. Then say, "You know, I really can't think of anything." (Pause again, then add): "I would add that as a general management principle, I've found that the best way to avoid regrets is to avoid causing them in the first place. I practice one habit that helps me a great deal in this regard. At the end of each day, I mentally review the day's events and conversations to take a second look at the people and developments I'm involved with and do a doublecheck of what they're likely to be feeling. Sometimes I'll see things that do need more follow-up, whether a pat on the back, or maybe a five minute chat in someone's office to make sure we're clear on things...whatever."

"I also like to make each person feel like a member of an elite team. I've found that if you let each team member know you expect excellence in their performance...if you work hard to set an example yourself...and if you let people know you appreciate and respect their feelings, you wind up with a highly motivated group, a team that's having fun at work because they're striving for excellence rather than brooding over slights or regrets."

Question 5- Why are you leaving (or did you leave) this position?

TRAPS: Never badmouth your previous industry, company, board, boss, staff, employees or customers. This rule is inviolable: *never be negative*. Any mud you hurl will only soil your suit.

Especially avoid words like "personality clash", "didn't get along", or others which cast a shadow on your competence, integrity, or temperament.

BEST ANSWER

(If you have a job presently)

If you're not yet 100% committed to leaving your present post, don't be afraid to say so. Since you have a job, you are in a stronger position than someone who does not. But don't be coy either. State honestly what you'd be hoping to find in a new spot. Of course, as stated often before, your answer will all be stronger if you have already uncovered what this position is all about and you match your desires to it.

(If you do not presently have a job.)

Never lie about having been fired. It's unethical – and too easily checked. But do try to deflect the reason from you personally. If your firing was the result of a takeover, merger, division wide layoff, etc., so much the better.

But you should also do something totally unnatural that will demonstrate consummate

professionalism. Even *if it hurts*, describe your own firing – candidly, succinctly and without a trace of bitterness – from the *company's* point-of-view, indicating that you could understand why it happened and you might have made the same decision yourself.

Your stature will rise immensely and, most important of all, you will show you are healed from the wounds inflicted by the firing. You will enhance your image as first-class management material and stand head and shoulders above the legions of firing victims who, at the slightest provocation, zip open their shirts to expose their battle scars and decry the unfairness of it all.

For all prior positions:

Make sure you've prepared a brief reason for leaving. *Best reasons:* more money, opportunity, responsibility or growth.

Question 6 - The "Silent Treatment"

TRAPS: *Beware* – if you are unprepared for this question, you will probably not handle it right and possibly blow the interview. Thank goodness most interviewers don't employ it. It's normally used by those determined to see how you respond under stress. Here's how it works:

You answer an interviewer's question and then, instead of asking another, he just stares at you in a deafening silence.

You wait, growing a bit uneasy, and there he sits, silent, as if he doesn't believe what you've just said, or perhaps making you feel that you've unwittingly violated some cardinal rule of interview etiquette.

When you get this silent treatment after answering a particularly difficult question, such as "tell me about your weaknesses", its intimidating effect can be most disquieting, even to polished job hunters.

Most unprepared candidates rush in to fill the void of silence, viewing prolonged, uncomfortable silences as an invitation to clear up the previous answer which has obviously caused some problem. And that's what they do – ramble on, sputtering more and more information, sometimes irrelevant and often damaging, because they are suddenly playing the role of someone who's goofed and is now trying to recoup. But since the candidate doesn't know where or how he goofed, he just keeps talking, showing how flustered and confused he is by the interviewer's unmovable silence.

BEST ANSWER: Like a primitive tribal mask, the Silent Treatment loses all its power to frighten you once you refuse to be intimidated. If your interviewer pulls it, keep quiet yourself for a while and then ask, with sincere politeness and not a trace of sarcasm, "*Is there anything else I can fill in on that point?*" That's all there is to it.

Whatever you do, don't let the Silent Treatment intimidate you into talking a blue streak, because you could easily talk yourself out of the position.

Question 7 - Why should I hire you/ Why do you think you are the best candidate?

The recruiter expects you to tell them about your professional achievements and the unique skills you possess that will add value to the organization. If you are a Customer Care graduate then you should tell them that you are a good listener and patient; these are the qualities the employer is looking for.

TRAPS: Believe it or not, this is a killer question because so many candidates are unprepared for it. If you stammer or adlib you've blown it.

BEST ANSWER: By now you can see how critical it is to apply the overall strategy of uncovering the employer's needs *before* you answer questions. If you know the employer's greatest needs and desires, this question will give you a big leg up over other candidates because you will give him better reasons for hiring you than anyone else is likely to...reasons tied directly to his needs.

Whether your interviewer asks you this question *explicitly* or not, this is the most important question of your interview because he *must* answer this question favorably in his own mind before you will be hired. *So help him out!* Walk through each of the position's requirements as you understand them, and follow each with a reason why you meet that requirement so well.

Example: "As I understand your needs, you are first and foremost looking for someone who can manage the sales and marketing of your book publishing division. As you've said you need someone with a strong background in trade book sales. This is where I've spent almost all of my career, so I've chalked up 3 years of experience exactly in this area. I believe that I know the right contacts, methods, principles, and successful management techniques as well as any person can in our industry."

"You also need someone who can expand your book distribution channels. In my prior post, my innovative promotional ideas doubled, then tripled, the number of outlets selling our books. I'm confident I can do the same for you."

"You need someone to give a new shot in the arm to your mail order sales, someone who knows how to sell in space and direct mail media. Here, too, I believe I have exactly the experience you need. In the last five years, I've increased our mail order book sales from

600,000 to 2,800,000 Kshs, and now we're the second leading marketer of scientific and medical books by mail in " *Etc., etc., etc.,*

This you can always derive wheter you are a doctor, laboratory scientist, clinical officer, nutritionist, nurse, pharmacist, teacher, business professional, accountant, or just any profession.

Every one of these selling "couplets" (his need matched by your qualifications) is a touchdown that runs up your score. IT is your best opportunity to outsell your competition.

Question 8- *Why do you want to work at our company/Organization/Facility/Institution?*

TRAPS: This question tests whether you've done any homework about the firm. If you haven't, you lose. If you have, you win big.

BEST ANSWER: This question is your opportunity to hit the ball out of the park, thanks to the in-depth research you should do before any interview.

Best sources for researching your target company: annual reports, the corporate newsletter, contacts you know at the company or its suppliers, advertisements, articles about the company in the trade press.

Question 9- *Where do you see yourself five years from now?*

The employer wants to know whether you are ambitious or you're the kind of a person who secures a job and then you forget about yourself. Answer the question by stating how you intend to further your studies and grow professionally as you strive to meet your employer's goals. (It is important to tie your goals to your employer's goals because no employer would be willing to hire and invest in a rookie who will leave their organization in a year or less after they have invested in training the individual)

TRAPS: One reason interviewers ask this question is to see if you're settling for this position, using it merely as a stopover until something better comes along. Or they could be trying to gauge your level of ambition.

If you're too specific, i.e., naming the promotions you someday hope to win, you'll sound presumptuous. If you're too vague, you'll seem rudderless.

BEST ANSWER: Reassure your interviewer that you're looking to make a long-term commitment...that this position entails exactly what you're looking to do and what you do extremely well. As for your future, you believe that if you perform each job at hand with excellence, future opportunities will take care of themselves.

Example: "I am definitely interested in making a long-term commitment to my next position. Judging by what you've told me about this position, it's exactly what I'm looking for and what I am very well qualified to do. In terms of my future career path, I'm confident that if I do my work with excellence, opportunities will inevitably open up for me. It's always been that way in my career, and I'm confident I'll have similar opportunities here."

Question 10- Describe your ideal company, location and job!

TRAPS: This is often asked by an experienced interviewer who thinks you may be overqualified but knows better than to show his hand by posing his objection directly. So he'll use this question instead, which often gets a candidate to reveal that, indeed, he or she is looking for something other than the position at hand.

BEST ANSWER: The only right answer is to describe what this company is offering, being sure to make your answer believable with specific reasons, stated with sincerity, why each quality represented by this opportunity is attractive to you.

Remember that if you're coming from a company that's the leader in its field or from a glamorous or much admired company, industry, city or position, your interviewer and his company may well have an "Avis" complex. That is, they may feel a bit defensive about being "second best" to the place you're coming from, worried that you may consider them bush league.

This anxiety could well be there even though you've done nothing to inspire it. You must go out of your way to assuage such anxiety, even if it's not expressed, by putting *their* virtues high on the list of exactly what you're looking for, providing credible reason for wanting these qualities.

If you do not express genuine enthusiasm for the firm, its culture, location, industry, etc., you may fail to answer this "Avis" complex objection and, as a result, leave the interviewer suspecting that a hot shot like you, coming from a Fortune company or organization, just wouldn't be happy at an unknown organization.

Question 11- How do friends describe you?

The question is testing your personal attributes, when answering it ensure that you don't over exaggerate. Take the shortest time possible to state the best attribute you possess that you believe will add value to the institution.

Question 12- What do you know about this company?

Before you enter the interview room, ensure that you go through the company website to read latest news, company profile, goals, management team, objectives, vision and mission; they will help you answer this question. (where the company is unknown, do your research and be familiar with the business/industry you desire to build your career) The question expects you to briefly describe what you read on their website and not what you imagine of the company.

Question 13- What is your salary expectation?

The question is tricky because as a fresh graduate you don't have a clue what to be paid; simply ask them what they pay others of your level, if they fail to give a satisfactory answer then give them a reasonable range. Ensure you do your research before you go for interview room because you must be asked this question

Question 14- Do you have any question to ask the panel?

This is usually the last question that the interview panel asks interviewees; if you fail to ask them questions, you will lose some marks, always have a question to ask no matter what. Ask them whether they have plans to expand their business, whether they support employees to further their studies and how they motivate employees. You can pull a surprise by asking when you would start, it shows confidence.

REACH OUT FOR GUIDANCE IN THE FOLLOWING:

- *WRITING OUTSTANDING CVS*
- *REVAMPING OF CV*
- *COVER LETTERS*
- *OUTSTANDING RESUMES*
- *DETAILED MOTIVATIONAL LETTERS*
- *RESEARCH PROJECT*
- *BUSINESS PLANS*
- *PROPOSALS*
- *REPORTS*
- *ANYTHING RELATED TO ONLINE WORK AND APPLICATIONS*

I WISH YOU WELL IN YOUR UPCOMING INTERVIEWS, GOOD LUCK TO THOSE WHO HAVE THEIR ONGOING APPLICATIONS AND CONGARTULATIONS TO THOSE WHO HAVE GONE THROUGH ALL THIS WITH GREAT SUCCESS!!!!

GOOD LUCK!

Adios!
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