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# How to Answer “Why Should We Hire You?” in an Interview

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Summary. How do you tell a potential employer that you’re right for the job they are interviewing you for? If you make it all about yourself, you might come across too self-absorbed or boastful. If you make it all about the company, they don’t get a chance to learn why you might be the right fit. In this article, the author outlines clear steps for how to tell an interviewer why you’re the best candidate for this position and why they should hire you, along with sample language to use as a guide.

At first glance, the popular interview question “Why should we hire you?” sounds similar to “Why do you want to work here?” but the shift in perspective requires a shift in your response because instead of starting with your hopes and expectations, you’re leading with theirs. In other words, this isn’t about what benefits you so much as what benefits them.

As with all interview questions, this one has a series of intents, some obvious and some hidden. When hiring managers ask this question, they want to:

* Know how well you understand their bottom line or mission
* Visualize the ways you may contribute to that bottom line or mission
* Assess your potential culture fit with the company
* See a quality that makes you stand out from other candidates

Hiring managers may also ask this question differently. For example, instead of asking, “Why should we hire you?” they may ask, “What makes you a good candidate for this position?” or even “Why should we hire you over other applicants?” Any way they ask it, it’s a fair question because in recruiting, a “perfect match” must fit both sides. With the right perspective on the question and its intent, and by following a few simple guidelines, you can nail the answer.

I spoke with a variety of recruiters and career consultants who shared great advice that can increase the chances your journey ends with a positive result.

## How to Prepare for This Question Before the Interview

Jena Dunay, founder of Recruit the Employer, says job-seekers should “stop thinking like historians and start thinking like marketers,” encouraging them to consider why the company is hiring for this role, what gap or need the position is filling, and how their skills and experience fill those gaps. The good news is that most of the clues to answer those questions are readily available.

Your best source? The job description.

Go back and re-read the job description, paying close attention to the skills and experience they outline under what they’re looking for. Skills that mention “required” or “must have” are that — non-negotiable. Skills that are valued but not mandatory are often labeled “desired” or “preferred.” Then, make a list of your own skills and see how they overlap with what they’re looking for. You’ll want to incorporate these into your answer and highlight them during the interview.

Next, read the “About Us” page on the company’s website and their most recent annual report. These are valuable indicators of the company’s values and how they visualize and measure their mission or bottom line. Any mismatches between your values and theirs are red flags. Consider if these differences are dealbreakers or not. If not, you may not refrain from highlighting these during the interview.

Finally, practice answering this and other questions out loud, not just in your head, to best rehearse the collaborative actions of both your mind and your mouth. If possible, practice the day before and the day of your interview to build memory into those mental and physical muscles.

## Elements of a Good Answer

Consider this as a checklist to ensure your responses match their expectations.

An effective answer to this question should:

* Communicate relevant experience
* Connect to the company’s culture
* Highlight your unique skills and a growth mindset
* Demonstrate that you have the skills to do the job
* Express your enthusiasm and passion

## How to Answer “Why Should We Hire You?”

Now you’re in the interviewee chair — at home or the job site — facing potential colleagues and their questions. These six recommendations are about having the best answers in mind and sharing them effectively in the moment.

### 1. Focus on the match.

“Find something specific about the position, the industry, or the company that excites you and incorporate that into your answer,” says TopResume career expert Amanda Augustine, who offers this example of an answer for a healthcare technology position:

“I’m really excited about how your company is leading innovation in the healthcare industry, especially with artificial intelligence. As you know, I have experience in both AI and health tech, and I’m passionate about contributing to its future.”

Career consultant Fran Berrick, founder of Spearmint Coaching, advises job seekers to be as specific as possible when expressing these matches. “Companies typically write job descriptions purposefully and carefully, so stick close to that roadmap in your response,” says Berrick. “Also, try to use action verbs versus adjectives, which will keep your answer focused on the results they want, not just the skills you have.”

For example, Berrick recommends changing a shallow adjectival description like, “I’m a good project manager” to a more telling account of action: “I have experience managing complex initiatives and ensuring project goals are clear and achieved by deadline.”

Once you’ve conveyed the match, stress how you’re excited to tap into all of your abilities to help them achieve their specific goal, whether selling lawnmowers or saving lives.

### 2. Emphasize what’s unique about you.

Focus on matches of need and ability that distinguish you from other candidates. The question, after all, isn’t “why should we hire someone like you?” It’s “why should we hire you.”

When explaining why a company should hire you, make unique, not generic, connections to items in the job description. As Berrick advises above, avoid broad, all-purpose adjectives like “great” and “strong” and cliché generalities like “I align with your goals.”

Lead with your most recent and relevant work and showcase specific experiences that match their professional desires,” says Allison Hemming, founder of the recruiting firm The Hired Guns. “While your competition may be talking about their MBA internship from decades ago, you’ll be spending precious interview time demonstrating that you’ve got the right skills and experience to get the results they’re hoping for.” Hemming offers this example for someone in marketing or a creative field.

“I know your firm is currently going through a major rebrand, and I’m sure I can help. As [role] at [current company], I have both built brands from scratch and evolved legendary ones. That requires asking the right questions about brand identity, corporate values, and customer perceptions. We collaborate closely with clients similar to [your company] and think hard about their needs, often winning additional brand design assignments from them and their partners.”

### 3. Make vision statements.

With this question, the hiring team opened the door to visualizing you in the role. It’s your job to step through it. Express a vision of you that goes beyond skill description and envisions you “contributing” and “supporting” to the company’s mission or bottom line. Lines that can help:

“I see myself succeeding in this role by leveraging my ability to [connected skill] and my experience working with [specific and related teams, customers, or partners].”

“I’m confident I can contribute to your mission/objectives because I have experience running teams with similar missions/goals. What I’ve learned is that [learning that led to success].”

“I’m excited to start supporting your mission because nothing motivates me more than helping [clients, beneficiaries] access the [services/products] they need and deserve.”

### 4. Include the culture match.

Fitting the role means fitting in with the team, so you can answer the question in terms of culture/personality in addition to need/skill. But make sure your personality references are authentic.

“Deeply understand how the company talks about itself and what it values by watching company videos, looking up their core values, and seeing what employees say on social platforms,” says career advisor Allison Cheston. “Then try to mirror those values in your response without faking it — faking them is a red flag for a poor culture fit.”

Cheston offers this example of communicating an authentic culture match:

“I love how you highlight high-performing employees each month. I’m sure it makes people feel appreciated, and I know that when I feel like my company cares about me, I do my best work.”

### 5. Use their words to your advantage.

Longtime recruitment consultant and Director of Talent at career growth platform Teal, Mike Peditto advises using the hiring team’s own words in your answer.

“‘Why should we hire you?'” is usually one of the last interview questions asked, which means you can use what they said during the interview to your advantage,” Mike says. “Take note of the professional qualities that sounded important to them and tie your experiences directly to those interests.”

Mike offered this example of a matching statement for a sales position:

“I’m confident I can be successful in this role. For example, you mentioned that you need someone who’s landed enterprise-level accounts and carried a substantial book of business. As we discussed, when I was at X company, I had a $30M book of business and opened four new enterprise accounts. I’ve felt a strong connection with the people I’ve met here and am excited about the product, so I’m sure I’d be able to match or exceed that level of success.”

This question’s position also enables you to reinforce anything you’ve already said, including your strengths, learnings, and relevant personal qualities. If you’re worried about repeating yourself, start with a preface like “As I said earlier…” This simple acknowledgment — a classic public speaking tip — immunizes you from any repetition concerns.

### 6. Keep your answer short and sharp.

As with all interview questions, be as concise as you can. Hannah Morgan, a job search strategist and founder of CareerSherpa.net, recommends keeping your answer brief and organized. “The answer has to be easy to follow — not rambling— and presented logically. This can be done by pre-thinking three benefits of hiring you and concluding with your genuine interest in the role and company,” says Morgan. “And as always, the confidence in your voice sends a powerful message, especially as you express why they should hire you. Speak slowly and emphasize the key points.”

## Mistakes to Avoid

It may be tempting to think, “You should hire me because I’m terrific!” and start ticking off your awards, commendations, and accomplishments. But this is not what hiring managers are looking for when they ask, “Why should we hire you?” In this moment, they want to be reassured and inspired, not impressed, so think “The Story of Us,” not “The Story of Me.”

Here are some examples of how not to answer the question “Why should we hire you?” (Notice all the references to “I,” “me,” and “my”).

* “…because I won [awards and distinctions].”
* “…because I have extensive experience and qualifications and I’m the best candidate for the job.”
* “…because I’ve been commended by my peers.”
* “…because it’s a great opportunity for me to learn and grow.”
* “…because I’m really good at what I do and I can provide valuable insights.”
* “…because I want to take my career to the next level/in a new direction.”
* “…because I’m passionate about this industry and this feels like my dream job.”
* “…because this is the perfect job for me and fits my future career goals.”

At the end of the day — or at least, the interview — you want the hiring managers and potential bosses you’ve met to feel you’re the right person for the job, the company, and the team. With that mindset and crafting a compelling response using these tips, you’re in a good position to achieve that trifecta and, more importantly, a perfect job.

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