

Senior Marketing Specialist Interview Questions And Answers Guide.



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Senior Marketing Specialist Job Interview Preparation Guide.

Question # 1

How would your references describe you?

Answer:-

Think of three major characteristics that demonstrate your best qualities related to work and then have quick stories to describe why.

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Question # 2

What education or training have you had that makes you fit for this profession As Senior Marketing Specialist?

Answer:-

This would be the first question asked in any interview. Therefore, it is important that you give a proper reply to the question regarding your education. You should have all the documents and certificates pertaining to your education and/or training, although time may not allow the interviewer to review all of them.

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Question # 3

What has been your biggest professional disappointment?

Answer:-

When discussing a professional disappointment, make sure to discuss a scenario you could not control. Be positive about the experience and accept personal responsibility where applicable.

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Question # 4

What makes you right for this position?

Answer:-

This question can be tricky because you need to show your worth As Senior Marketing Specialist without sounding cocky or arrogant. Research the business ahead of time and become familiar with its mission and values. Take the time to figure out how your personal qualities fit the needs of the business and use that fit to provide your answer.

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Question # 5

What relevant work experience do you have in this career field As Senior Marketing Specialist?

Answer:-

Talk about specific work related experience for the position you're interviewing for. Make sure the experience is relevant. Don't talk about previous experience that is not related to the position in question. If you don't have specific career related experience speak about prior experience that has helped you develop the specific knowledge and skills required for the position you are applying for.

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Question # 6

Tell me about yourself?

Answer:-

There are some questions that your potential employer aren't allowed to ask (but trust me, they probably want to). For instance, they shouldn't really ask about your family or how far away you live from your potential place of employment. If you can find a way to answer these questions anyway (with the answers they want to hear), that will give them a little added info to help them make the (right) decision!

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Question # 7

Do you consider yourself successful?



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Answer:-

You should always answer yes to this question. Briefly explain why without going on and on. If you communicate that you're more successful than you really are you may come off as arrogant or unrealistic. A goof explanation is that you have set professional goals and that you have met some of these goals and are on track to meet more in the near future.

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Question # 8

What type of people do you not work well with?

Answer:-

Be very careful answering this question as most organization employ professionals with an array of personalities and characteristics. You don't want to give the impression that you're going to have problems working with anyone currently employed at the organization. If you through out anything trivial you're going to look like a whiner. Only disloyalty to the organization or lawbreaking should be on your list of personal characteristics of people you can't work with.

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Question # 9

How do you keep others informed on work issues?

Answer:-

Possible methods:

Talking to them, emailing them, sharing best practices in meetings

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Question # 10

Can you describe your ideal boss/supervisor?

Answer:-

During the interview As Senior Marketing Specialist process employers will want to find out how you respond to supervision. They want to know whether you have any problems with authority, If you can work well as part of a group (see previous question) and if you take instructions well etc.

Never ever ever, criticize a past supervisor or boss. This is a red flag for airlines and your prospective employer will likely assume you are a difficult employee, unable to work in a team or take instruction and side with your former employer.

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Question # 11

Tell me about a decision you made recently and how you reached it As Senior Marketing Specialist?

Answer:-

The key is to show that you put a lot of thought (weighing out the pros and cons) but were able to be decisive. Be sure to explain your logic in arriving at the decision.

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Question # 12

Where do you see your career in five years As Senior Marketing Specialist?

Answer:-

I would like to retire from this company. I would like to make a difference in the company whether in the company or any other position or area of the company As Senior Marketing Specialist.

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Question # 13

Give me a specific example of a time when you had to conform to a policy with which you did not agree?

Answer:-

You want to first understand why the policy was put into effect. From there, if you truly disagree with it, explain your position to your management. If they don't change it, then you must accept their decision and continue to work or the alternative decision would be to find a new job.

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Question # 14

What's the difference between good and exceptionally great?

Answer:-

Being good is getting the job done as promised As Senior Marketing Specialist. Being great is delivering the work in an exceptional way that completely exceeds expectations.

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Question # 15

How long do you want to work for us if we hire you?

Answer:-

Here being specific is probably not the best approach. You may consider responding, "I hope a very long time." Or "As long as we're both happy with my performance."

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Question # 16

The change in the business industry now requires you to have a new set of skills you have to learn, how do you react to that?

Answer:-

First, find out which skills are the ones that you're currently lacking. Then identify what the steps would be to acquire/build those skills. Then take action to do so.

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Question # 17

Tell me a difficult situation you have overcome in the workplace?

Answer:-

Conflict resolution, problem solving, communication and coping under pressure are transferable skills desired by many employers As Senior Marketing Specialist. Answering this question right can help you demonstrate all of these traits.

* Use real-life examples from your previous roles that you are comfortable explaining

* Choose an example that demonstrates the role you played in resolving the situation clearly

* Remain professional at all times - you need to demonstrate that you can keep a cool head and know how to communicate with people

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Question # 18

Give me an example of a time when you were able to successfully communicate with another person even when that individual may not have personally liked you (or vice versa). How did you handle the situation? What obstacles or difficulties did you face? How did you deal with them?

Answer:-

First, the key is to state the differences in personality to give the interviewer some background. Second, you want to discuss how that was affecting the situation. Third, show how you were able to adapt to the way the person wanted to be communicated with to achieve your goals

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Question # 19

Explain what are your weaknesses As Senior Marketing Specialist?

Answer:-

Red flags: This is the peanut butter to the previous question's jelly. Again, everyone should expect it, so it's a bad sign if someone seems totally unprepared, or gives a stock answer like, "I'm a perfectionist." Also, of course, candidates crazy enough to blurt out some horrible personality trait should go in the red flagged pile.

Good answer: Candidates should talk about a real weakness they've been working on improving. For instance, they're not good at public speaking, but they've been taking a course to help them improve. Or maybe they feel that they're easily distracted when working online, but have installed software that helps them stay on task. Answers like these show a desire for improvement, self awareness and discipline.

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Question # 20

How did you become interested in this field/industry?

Answer:-

Describe how you've come to develop a passion or interest in this industry and use variables like "culture, people, vision, career development, and the work itself" to define your choice

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Question # 21

If you felt like you were hitting the proverbial "wall" and getting burned out, what would you do to re-energize yourself?

Answer:-

Take a break to rest. Work in smaller increments of time to increase focus with breaks in between. Delegate tasks to those that are willing to help.

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Question # 22

What can you offer me that another person can't?

Answer:-

This is when you talk about your record of getting things done. Go into specifics from your resume and portfolio; show an employer your value and how you'd be an asset.

You have to say, "I'm the best person for the job As Senior Marketing Specialist. I know there are other candidates who could fill this position, but my passion for excellence sets me apart from the pack. I am committed to always producing the best results. For example..."

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Question # 23

Why do you feel you will excel at this job?

Answer:-

This question presents an excellent opportunity for you to discuss your education, qualifications and personal traits. You might say something like "I studied property management as well as behavior during my college years and I have two years' experience in real estate.

I can gauge the homes or apartments in which clients will be interested based solely upon the needs of their families. Finally, my organizational skills will allow me to schedule appointments or showings confidently and arrive for them punctually." This shows your interviewer that you have all of the skills necessary to become successful not only for yourself, but also for your employer.



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Question # 24

What's a time you disagreed with a decision that was made at work?

Answer:-

Everyone disagrees with the boss from time to time, but in asking this interview question As Senior Marketing Specialist, hiring managers want to know that you can do so in a productive, professional way. "You don't want to tell the story about the time when you disagreed but your boss was being a jerk and you just gave in to keep the peace. And you don't want to tell the one where you realized you were wrong,". Tell the one where your actions made a positive difference on the outcome of the situation, whether it was a work-related outcome or a more effective and productive working relationship.

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Question # 25

How many tennis balls can you fit into a limousine? 1,000? 10,000? 100,000? Seriously?

Answer:-

Well, seriously, you might get asked brainteaser questions like these, especially in quantitative jobs. But remember that the interviewer doesn't necessarily want an exact number-he wants to make sure that you understand what's being asked of you, and that you can set into motion a systematic and logical way to respond. So, just take a deep breath, and start thinking through the math. (Yes, it's OK to ask for a pen and paper!)

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Question # 26

What do you think of your previous boss?

Answer:-

Do not belittle or talk badly of your last boss - it will come off as being petty. Instead, talk about the positive lessons you were able to learn from your last boss.

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Question # 27

What other companies are you interviewing with?

Answer:-

Companies ask this for a number of reasons, from wanting to see what the competition is for you to sniffing out whether you're serious about the industry. "Often the best approach is to mention that you are exploring a number of other similar options in the company's industry,". It can be helpful to mention that a common characteristic of all the jobs you are applying to is the opportunity to apply some critical abilities and skills that you possess. For example, you might say 'I am applying for several positions with IT consulting firms where I can analyze client needs and translate them to development teams in order to find solutions to technology problems.'

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Question # 28

What's been your biggest failure to date?

Answer:-

Describe your biggest failure and discuss what you've learned from it and ideally how you've been successful since because of that lesson.

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Question # 29

Describe your work style?

Answer:-

Describe the positive aspects of your work style if possible, including: work ethic, attention to detail, interpersonal skills, skill sets (analytical or otherwise), leadership abilities, communication skills.

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Question # 30

How do you feel about technology at the workplace in general?

Answer:-

It's a great enabler for us to collaborate better as a team, for us to reach customers more efficiently and frequently and I believe it can help any company become more efficient, leaner, and more productive.

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Question # 31

Did you get on well with your last manager?

Answer:-

A dreaded question for many! When answering this question never give a negative answer. "I did not get on with my manager" or "The management did not run the business well" will show you in a negative light and reduce your chance of a job offer. Answer the question positively, emphasizing that you have been looking for a career progression. Start by telling the interviewer what you gained from your last job As Senior Marketing Specialist

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Question # 32

How do you deal with pressure or stressful situations?

Answer:-

Choose an answer that shows that you can meet a stressful situation head-on in a productive, positive manner and let nothing stop you from accomplishing your goals. A great approach is to talk through your go-to stress-reduction tactics (making the world's greatest to-do list, stopping to take 10 deep breaths), and then share an example of a stressful situation you navigated with ease.

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Question # 33

Describe a time where you've failed and bounced back?

Answer:-

Share a story to describe this. For example: "I accidentally made the mistake of telling a customer I could deliver on a solution set on a certain date and then later found out our business partner couldn't do it on that time. I learned that I shouldn't rush into important decisions and promises like this and that I should always check with my counterparts first before committing to a statement of work."

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Question # 34

What differentiates you from the competition?

Answer:-

Think about what you bring to the table that you truly believe is unique - the easiest way to do is to think of your own personal stories that demonstrate your work ethic, skills, and dedication. Most people have some or all of those skills, but the unique stories are what make people stand out in interviews.

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Question # 35

Describe what a bad work environment would look like to you As Senior Marketing Specialist?

Answer:-

There could be a multitude of things to discuss here: Business ethics (wrongdoing), inconsiderate teammates, non-supportive management, a product that does not do what you're promising customers and so forth.

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Question # 36

What type of extracurricular activities are you a part of?

Answer:-

Discuss the clubs / activities you were in, share a personal story about why you enjoyed it and then describe how it's helped shape you to be who you are today. For example, I enjoyed rock climbing because it taught me the value of practicing hard at a sport to become skilled in it. I bring this same diligence to my work approach today as well.

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Question # 37

Who are your role models? Why?

Answer:-

If possible, cite role models you're truly passionate about - passion is contagious and will show you're being genuine. If the role model is in the same or similar industry as the company in an executive level position, even better.

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Question # 38

Why do you want to join our company?

Answer:-

This is a question that is aimed at finding out whether you know enough about the company and the basic market. The best way to answer this question is to do some research on the company and highlight its positive points.

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Question # 39

Describe your academic achievements?

Answer:-

Think of a time where you really stood out and shined within college. It could be a leadership role in a project, it could be your great grades that demonstrate your intelligence and discipline, it could be the fact that you double majored. Where have you shined?

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Question # 40

What is your ideal working environment?

Answer:-

Describe your ideal working environment. Do you like flexibility with work hours? Do you like working in a cubicle or independently? Do you like to be micro



managed or empowered? Do you like to work on your own or in a team? Do you like being driven by metrics in your role? How much responsibility do you want?

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Question # 41

If someone had to say something negative to you, what would they say?

Answer:-

Again, be honest about sharing a story here about someone who may not have gotten along with you in the office here and explain how you were able to fix that relationship or change your attitude/action to be a better person / coworker.

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Question # 42

Why are you interested in this type of job As Senior Marketing Specialist?

Answer:-

You're looking for someone who enjoys working with the elderly, or a caring, sociable, and nurturing person.

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Question # 43

What do you know about our competition?

Answer:-

Make sure you do your research on their competitors. You can find this by going to yahoo finance and click on their competitors (if they are public). From there research the news on them and go to their websites to understand their positioning on solutions and vision. You can also research local regional companies that are their competition (if it's a smaller private company on a regional scale) by simply typing in similar product offerings in the Google search followed by the city. Make sure you know their competitor's vision, products, culture, and how they are differentiated against their competition (and if they're not, how they could be)

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Question # 44

Describe a time when you've been overwhelmed with work?

Answer:-

Show how you were able to over the "overwhelmed" feeling - by delegating tasks, getting people on your team to help you out, or by prioritizing your work and focusing on the most important issues first As Senior Marketing Specialist.

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Question # 45

How do you decide what to delegate and to whom?

Answer:-

Identify the strengths of your team members and their availability based on the priorities they have on their plate. From there, invest the tasks upon each member based on where you think you'll get the best return.

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Question # 46

How do you ensure all of your work gets accomplished in a productive manner?

Answer:-

The key is to prioritize what's important in your work and to stay organized to accomplish the tasks. A strong work ethic also helps.

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Question # 47

What's the least rewarding work you've ever done and why?

Answer:-

Describe work you've done that you feel doesn't take advantage of your full potential. For example, "I once had to make paper copies for my job and I feel it didn't take full advantage of my skills. However, it did teach me to be humble in my work and to appreciate a good opportunity when it arose to use my skills"

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Question # 48

What would your first 30, 60, or 90 days look like in this role As Senior Marketing Specialist?

Answer:-

Start by explaining what you'd need to do to get ramped up. What information would you need? What parts of the company would you need to familiarize yourself with? What other employees would you want to sit down with? Next, choose a couple of areas where you think you can make meaningful contributions right away. (e.g., "I think a great starter project would be diving into your email marketing campaigns and setting up a tracking system for them.") Sure, if you get the job, you (or your new employer) might decide there's a better starting place, but having an answer prepared will show the interviewer where you can add immediate impact-and that you're excited to get started.

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Question # 49



How do you act when you encounter competition?

Answer:-

This question is designed to see if you can rise the occasion. You want to discuss how you are the type to battle competition strongly and then you need to cite an example if possible of your past work experience where you were able to do so.

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Question # 50

Have you got any questions?

Answer:-

This is your final opportunity to persuade the interviewer that you are the right candidate for the job. Now is not the time to ask questions about holidays, pay or pensions - all these things can be asked later when you get an offer of employment. Now is the time to ask about any reservations that the interviewer may have about your suitability for the role. You will then give yourself one last chance to persuade the interviewer that you are the right candidate for the job.

Example Thank you. I think we have covered everything. Before we finish the interview I would like to take the opportunity to ask if you have any reservations about my suitability for this role?

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Question # 51

Give me an example of when you competed hard and won?

Answer:-

You can reference many different areas here when discussing a story of where you won in competition: Work experience (ideal), sports, clubs, classes, projects.

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Question # 52

Describe to me the position As Senior Marketing Specialist you're applying for?

Answer:-

This is a "homework" question, too, but it also gives some clues as to the perspective the person brings to the table. The best preparation you can do is to read the job description and repeat it to yourself in your own words so that you can do this smoothly at the interview.

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Question # 53

Tell me something about your family background?

Answer:-

First, always feel proud while discussing about your family background. Just simple share the details with the things that how they influenced you to work in an airline field.

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Question # 54

Do you have any questions for me?

Answer:-

Good interview questions to ask interviewers at the end of the job interview include questions on the company growth or expansion, questions on personal development and training and questions on company values, staff retention and company achievements.

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Question # 55

Does your boss know you're here today?

Answer:-

Usually, you probably haven't told your boss for obvious reasons. So it's ok to say that they do not. You don't want to upset the balance at your current job after all and nothing is guaranteed in an interview. The interviewer should understand this stance.

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Question # 56

Tell me the difference between good and exceptional?

Answer:-

Good gets the job done on time and is high quality. Exceptional is a game changer - it stands out, it's creative, it's above and beyond expectations. Tell the interviewer a story about how you were exceptional.

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Question # 57

Describe a typical work week for this position As Senior Marketing Specialist?

Answer:-

Interviewers expect a candidate for employment to discuss what they do while they are working in detail. Before you answer, consider the position As Senior Marketing Specialist you are applying for and how your current or past positions relate to it. The more you can connect your past experience with the job opening, the more successful you will be at answering the questions.



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Question # 58

What was the most important task you ever had?

Answer:-

There are two common answers to this question that do little to impress recruiters:

* 'I got a 2.1'

* 'I passed my driving test'

No matter how proud you are of these achievements, they don't say anything exciting about you. When you're going for a graduate job, having a degree is hardly going to make you stand out from the crowd and neither is having a driving licence, which is a requirement of many jobs.

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Question # 59

What types of personalities do you work with best?

Answer:-

In the past, I have found it difficult to work with others who see themselves as better than others, who can take criticism, and who refuse to work with others. I have found it challenging to work with them b/c I am a team oriented person who feels the importance of working together over the needs of the individual especially in a learning environment.

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Question # 60

Do you have any question regarding this job As Senior Marketing Specialist?

Answer:-

Never ask Salary, perks, leave, place of posting, etc. regarded questions. Try to ask more about the company to show how early you can make a contribution to your organization like. "Sir, with your kind permission I would like to know more about induction and developmental programs?" OR Sir, I would like to have my feedback, so that I can analyze and improve my strengths and rectify my shortcomings.

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Question # 61

How much do you expect to get paid As Senior Marketing Specialist?

Answer:-

For this be prepared and research salary to find out what similar positions are paying in your area before you go to the interview. Try to find this information out before giving your salary expectations. You can and should provide a range instead of an exact number. But again, don't say any numbers you're not comfortable with because if the employer offers you a salary at the lowest end of your range, you don't have much to negotiate with when it comes to getting a higher salary.

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Question # 62

If I talked to your three biggest fans, who would they be and why?

Answer:-

If you can reference three professionals with executive titles (CXO, VP, Director, Manager), that carries a lot of weight. Make sure you highlight how you've helped them achieve their biggest objectives and how that's made them your fan.

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Question # 63

Why are you leaving your current job?

Answer:-

This is a toughie, but one you can be sure you'll be asked. Definitely keep things positive-you have nothing to gain by being negative about your past employers. Instead, frame things in a way that shows that you're eager to take on new opportunities and that the role you're interviewing for is a better fit for you than your current or last position. For example, "I'd really love to be part of product development from beginning to end, and I know I'd have that opportunity here." And if you were let go? Keep it simple: "Unfortunately, I was let go," is a totally OK answer.

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Question # 64

What would you like to have accomplished by the end of your career?

Answer:-

Think of 3 major achievements that you'd like to accomplish in your job when all is said and done - and think BIG. You want to show you expect to be a major contributor at the company. It could be creating a revolutionary new product, it could be implementing a new effective way of marketing, etc.

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Question # 65

If I were to give you this salary you requested but let you write your job description for the next year, what would it say?

Answer:-

It should say the same thing - after all - if you think this salary is fair then it should suit the responsibilities!



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Question # 66

What are three positive things your last boss would say about you?

Answer:-

It's time to pull out your old performance appraisals and boss's quotes. This is a great way to brag about yourself through someone else's words: "My boss has told me that I am the best designer he has ever had. He knows he can rely on me, and he likes my sense of humor."

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Question # 67

What was the biggest professional risk you have taken and what was the outcome?

Answer:-

First discuss how you weighed the pros and cons of the risk and the results you'd believe you could achieve. Then discuss the action plan you put into place for it and outline that step by step. Then discuss the outcome and if it wasn't optimal talk about what you would do differently in hindsight.

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