

9 Interview

Strategies That Get You Hired

(Do this or miss your offer)



1 Lead with Their Problems

- ✗ Most open with their resume.
- ✓ Start with what their team is solving.

Action

- Study their latest products, org changes, or funding.
- Open your answer with: “I’ve been studying about your team...”

Example

I researched you’re launching [X]. I’d focus on [Y] from day one.

2 Connect Your Story to Their Mission

- ✖ Talking about what you did.
- ✓ Show how it helps them win now.

Action

- After every story, add:
“What this means for your team is.”
- Map your best results to their top priorities.

Example

I launched a feature that boosted usage 22%. I'd bring the same playbook to support your product.

3 Turn Answers Into Action

- ✗ Most stop at STAR stories.
- ✓ Go further - offer real ideas.

Action

- Prep 2-3 solutions tailored to their challenge.
- Offer them as collaboration, not performance.

Example

If it's helpful, I've brainstormed 3 ways to reduce onboarding time. Should I walk you through them?

4 Show Up Prepared

- ✗ Skimming the JD isn't preparation.
- ✓ Knowing their org earns credibility.

Action

- ➔ Read 2 blog posts, 1 review, and 1 keynote.
- ➔ Use those insights in your first few answers.

Example

I watched your VP's talk. His points on growth shaped the ideas I bring to this role.

5 Show Them the Future

- ✗ Letting them guess your impact.
- ✓ Make your value obvious.

Action

- Build a 30-60-90 plan.
- Mention it early to show clarity.

Example

In my first 30 days, I'd fix [problem]. By Day 60, I'd want to drive [metric].

6 Speak Their Language

- ✖ Using generic terms.
- ✓ Mirror their tone and culture.

Action

- ➡ Pull 3 key phrases from their site or founder interviews.
- ➡ Weave them into your responses naturally.

Example

Your blog says 'fast, focused, fearless'. That's how I worked in my last team.

7

Frame Yourself as the Fix

- ✖ Hoping they connect the dots.
- ✓ Draw the line for them.

Action

- ➔ Build answers around their pain points.
- ➔ Speak like you already belong.

Example

You're hiring [X] to fix [Y]. Here's how I solved that at my last company.

8 Personalize Every Story

- ✖ Sharing generic wins.
- ✓ Tailor every example to their world.

Action

- ➡ Add one line matching their industry, customer type, or mission.
- ➡ Swap examples based on the interviewer.

Example

You're targeting SMBs. Here's how I helped a startup grow MRR by 40% in that space.

9 Close With Confidence

- ✗ Ending with “Thanks for your time”.
- ✓ End with what you’ll deliver.

Action

- Craft one strong line of readiness.
- Make your closing a promise, not a plea.

Example

This role feels aligned with where I do my best work. I’m excited to contribute from Day 1.

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