

**WHAT  
MAKES  
YOU  
UNIQUE?**



# THIS IS WHAT I WILL COVER

- The exact reason why the interviewer is asking you this interview question!
- The **4 things you MUST INCLUDE** in your answer.
- 6 example **SCRIPTED ANSWERS** you can use!



**DO NOT say the following to the  
interview question  
“What Makes You Unique”...**

**“I am a hard-worker, I am professional, I will be a supportive team worker and I will always do a good job for you.”**

**Why is the interviewer  
asking you the interview  
question...**



# WHAT MAKES YOU UNIQUE?



**They will be interviewing lots of candidates for the same job that you are going for. The interviewer will have several of you in mind for the job. Your answer to this interview question will help SET YOU APART from the other candidates!**



**The 4 things you must include in your answer.**

**“What Makes You Unique?”**

**#1 – Include 4 unique personality traits that will enable you to be successful in the job.**

**The four most important traits an employer will look for are:**

- **Trustworthiness;**
- **Speed of working;**
- **Ability to embrace change;**
- **Responsibility for your own self-development.**





## **#2 – Prove you are a high-achiever.**

- Give an example of your proudest professional achievement from a previous role.**
- If you have a track record of achievement, the hiring manager will sit up and listen!**



## #3 – Demonstrate ‘business-awareness’.

- ❑ Most people go to work, do their job and go home.
- ❑ You’re going to be different!
- ❑ Tell the interviewer you understand that the success of their business is directly linked to your performance at work.



## **#4 – Your ability to multi-task!**

- ✓ **Another highly attractive quality to employers is a candidate's ability to manage lots of tasks and projects at once.**
- ✓ **Again, this will help you to stand out!**



**Let's look at some example  
answers to the interview  
question...**

**“What Makes You Unique?”**

# **“What Makes You Unique?”**

**#1. General answer suitable for ALL job roles.**

**#2. Answer for Freshers and first-time job applicants.**

**#3. Answer for Managers, Supervisors and Team Leaders.**

**#4. Answer for Customer Service positions.**

**#5. Sample answer for Sales positions.**

**#6. Answer for Office workers and administrative staff.**

**A GENERAL ANSWER...**

**“What Makes You Unique?”**



## **WHAT MAKES YOU UNIQUE? (GENERAL ANSWER)**

**“Several things make me unique. My personality is that of someone trustworthy, someone who works at pace, and someone who always embraces change positively. I believe these personality traits will work well within your organization.**

I am a high-achiever who will work hard to help your business thrive. For example, in my last role, I helped the business achieve record sales and this was done by embracing new marketing strategies and by providing consistently great customer service.

**Something else that makes me unique is the fact that I am business-aware. I understand that the success of your business is directly linked to how I perform in this role. It is in my interest to help make your business a success.**

Finally, I am a very good multi-tasker. Most people can only carry out one job at a time, but I can look after multiple tasks and projects which means you will get more out of me than the average person.”

# **ANSWER FOR FRESHERS & FIRST TIME JOB APPLICANTS...**

**“What Makes You Unique?”**

# **3 ESSENTIAL TIPS FOR FRESHERS**

## **(What makes you unique?)**

- **Use the fact that you are new to the workplace to your **ADVANTAGE!****
- **Really focus in on your personality traits.**
- **Talk about any personal achievements you have gained in life so far, and how these demonstrate you are a high-achiever.**

## WHAT MAKES YOU UNIQUE? (FRESHERS)

**“My hunger to learn, and the fact that I am ready to be shown how to be a competent and highly-effective employee make me unique.**

With me, you get no preconceived ideas or opinions about work and how things should be done. You can develop me into the employee you need, and the fact that I am a fast learner means you won't have to spend weeks training me up and supervising me.

**Other things that make me unique include my loyalty and dedication to your organization. I want long-term employment with the same company, and I will always positively represent your business whilst dealing with customers and clients.**

Another thing that makes me unique is that I already have a track record of achievement. Everything I have done in my life so far has been a success.

**We spend a lot of time at work, and I want to be seen as someone who can be relied upon to do a great job and to always complete tasks and projects to a high standard.”**

# **ANSWER FOR MANAGERS, SUPERVISORS & TEAM LEADERS...**

**“What Makes You Unique?”**

# **3 ESSENTIAL TIPS FOR MANAGERS**

## **(What makes you unique?)**

- **Talk about how your work as a manager or leader will be aligned to their strategic vision.**
- **Explain how you always get the most out of the people within your team.**
- **Talk about being decisive and how everything you do is to a high standard.**



## WHAT MAKES YOU UNIQUE? (MANAGERS, SUPERVISORS + TEAM LEADERS)

**“Three things make me unique and stand out from the other managerial candidates.**

The work that I do for you will always be aligned with your strategic aims and objectives. I will always be on the side of Senior Management, and I will drive through any changes you need me to make with confidence and speed.

**The skills and experiences I have built up over the years enable me to get the most out of the people I am responsible for. This means you have the assurance that everyone within my team will be working to full capacity, and therefore, giving you value for money in their roles.** Finally, another thing that makes me unique is the fact that I am a decisive decision-maker. I am not afraid to make tough decisions that are in the best interests of the organization and I will take responsibility for everything that falls within my remit as your manager and leader.”

# **ANSWER FOR CUSTOMER SERVICE ROLES...**

**“What Makes You Unique?”**

## **3 ESSENTIAL TIPS FOR CUSTOMER SERVICE ROLES (What makes you unique?)**

- **Talk about your ability to provide such good service that customers will want to return the business in the future.**
- **Explain how you always attempt to ethically upsell to customers to improve the profitability of their business.**
- **Talk about the natural traits you possess that mean you are good at dealing with people.**

## WHAT MAKES YOU UNIQUE? (CUSTOMER SERVICE ROLES)

**“The things that make me unique and stand out from the other candidates include not just my ability to provide outstanding customer service, but the fact I always work towards ensuring customers return to the business time and again in the future.**

I understand that without returning customers, your business would not thrive. Something else that makes me unique is my ability to ethically upsell to customers.

**Whenever there is a clear need for the customer, I will offer them relevant products and services which in turn will increase your turnover and profitability.**

Finally, my natural personality traits mean I am comfortable around people and I genuinely enjoy dealing with them and going out of my way to make their experience a memorable one.”

# **ANSWER FOR SALES POSITIONS...**

**“What Makes You Unique?”**

## **3 ESSENTIAL TIPS FOR SALES POSITIONS**

**(What makes you unique?)**

- **Talk about your ability to attract new clients and prospects using innovative methods.**
- Explain how you can nurture long-term relationships with customers and clients that ensure a steady flow of revenue comes into the business.
- **Talk about your strengths in respect of CLOSING A SALE.**



## WHAT MAKES YOU UNIQUE? (SALES POSITIONS)

**“Several things make me unique and stand out from the other candidates.**

I have experience in using innovative methods such as LinkedIn to attract new leads and prospects to the business.

**I understand the importance of being able to bring in a constant stream of new clients and customers to the business. Without a pipeline of leads, I would have nobody to sell to.**

I possess strong personality traits that allow me to build long-term relationships with clients and customers that are of benefit to your business. I believe it is important in sales to nurture relationships as opposed to solely trying to sell to people.

**Finally, I am a confident and strong closer. I have a solid conversion rate in sales, and I believe this will be of benefit to your organization long-term.”**

**ANSWER FOR OFFICE  
WORKERS AND ADMIN STAFF...**

**“What Makes You Unique?”**

## **3 ESSENTIAL TIPS FOR OFFICE / ADMIN POSITIONS**

**(What makes you unique?)**

- **Talk about your exceptional organizing and planning capabilities.**
- Explain how you can handle and manage multiple tasks and projects without fuss or complaint.
- **Talk about your strong communication skills (both verbal and written) and how you will always represent their business in a positive way.**

## WHAT MAKES YOU UNIQUE? (OFFICE AND ADMIN ROLES)

**“My exceptional planning and organizing capabilities make me unique.**

In a previous role, my Office Manager would often comment on how she could always rely on me to take care of everything administrative, and that nothing was ever missed or forgotten.

**The fact that I can manage a considerable workload without problem or fuss makes me unique. I am a solid multi-tasker.**

Finally, my strong communication skills, both verbal and written make me unique.

**I must represent your company positively and professionally whenever I am speaking to or communicating with customers, clients, stakeholders, or partners and you can always rely on me to do that.”**