



**INTERVIEW PREP**

# Product Manager– Technical

## WHAT DOES A PM-T DO AT AMAZON?

The primary role of a Senior Product Manager within Amazon is to create new products and features on behalf of customers: working cross-functionally to drive ideas from conception to execution, creating requirement specification for product development, developing marketing plans to drive awareness and adoption, segmenting customers and developing business models, analyzing success metrics, being the business owner of the product and diving deep into operations to understand how Amazon's massive fulfillment network functions and explore potential improvements.

Want to become an Amazon PM-T ? Let's walk through some helpful tips for the interview process.



## The Star Method

Amazon is a data and metric driven company. You should keep your focus on the question asked and make sure your answer is tangible. We suggest the STAR Method. The STAR method is a structured manner of responding to a behavioral-based interview question by discussing the specific situation, task, action, and result of the situation you are describing.

**Situation:** Describe the situation that you were in or the task that you needed to accomplish. You must describe a specific event or situation, not a generalized description of what you have done in the past. Be sure to give enough detail for the interviewer to understand. This situation can be from a previous job, from a volunteer experience, or any relevant event.

**Task:** What goal were you working toward?

**Action:** Describe the actions you took to address the situation with an appropriate

amount of detail and keep the focus on YOU. What specific steps did you take and what was your particular contribution? Be careful that you don't describe what the team or group did when talking about a project, but what you actually did. Use the word "I," not "we" when describing actions.

**Result:** Describe the outcome of your actions and don't be shy about taking credit for your behavior. What happened? How did the event end? What did you accomplish? What did you learn?

Make sure your answer contains multiple positive results. Make sure that you follow all parts of the STAR method. Be as specific as possible at all times, without rambling or including too much information. Also, eliminate any examples that do not paint you in a positive light. However, keep in mind that some examples that have a negative result (such as "lost the game") can highlight your strengths in the face of adversity.

## How to Prepare for a Behavioral Interview

Recall recent situations that show favorable behaviors or actions, especially involving work experience, leadership, teamwork, initiative, planning, and customer service.

- Prepare short descriptions of each situation; be ready to give details if asked.
- Be sure each story has a beginning, middle, and an end, i.e., be ready to describe the situation, including the task at hand, your action, and the outcome or result.
- Be sure the outcome or result reflects

positively on you (even if the result itself was not favorable).

- Be honest. Don't embellish or omit any part of the story. The interviewer will find out if your story is built on a weak foundation.
- Be specific. Don't generalize about several events; give a detailed accounting of one event.
- Vary your examples; don't take them all from just one area of your life.

## Sample Behavioral Interview Questions

Practice using the STAR Method on these common behavioral interviewing questions incorporating examples from the Amazon Leadership Principles:

- Tell me about a time when you have been faced with a challenge where the best way forward or strategy to adopt was not “clear cut” (i.e. there were a number of possible solutions). How did you decide the best way forward?
- Give me an example of a time when something you tried to accomplish and failed.
- Give me an example of when you showed initiative and took the lead.
- Give me an example of a time when you motivated others.
- Tell me about a time when you delegated a project effectively.
- Give me an example of a time when you used your fact-finding skills to solve a problem

## General Interview Tips

- Research Amazon and have a compelling reason for “Why Amazon? ”
- Review the Amazon leadership principles. Whether you are an individual contributor or the manager of a large team, you are an Amazon leader. Every Amazonian is guided by these principles.
- Ask clarifying questions to fully understand the question being presented. This is critical for success as we wouldn’t want you to spend time going down one path only to realize the interviewer was asking something else entirely.
- Amazon is a very data-driven company. Provide examples using metrics/data. There’s nothing better than bolstering a success story with a great data point.
- Prepare questions to ask each interviewer at the end of each interview.
- Above all, we’re a customer obsessed company – relentlessly focused on offering a unique and perfect store for each of our customers.

## Traits of successful PMT candidates

Identifying and understanding opportunity, developing requirements, building roadmaps, product portfolio, feature development and executing on business plans.

Dealing with ambiguity to develop solutions that work for stakeholders from various disciplines to meet aggressive timeline.

Balancing the business needs versus technical & operational constraints.

Anticipating bottlenecks, providing escalation management and making tradeoffs; encouraging risk-taking behavior to maximize business benefit while identifying interdependencies between concurrent projects to prevent downstream problems.

Building consensus on decisions and ensure delivery of high quality results.

Evangelizing within and outside Amazon to encourage a fast and smooth adoption of products and programs.

Managing launched programs while identifying opportunities for continuous improvement.

Drive improved environmental performance for Amazon.

Investigate competitor products. Understand how your products compare and what differentiates them from the competition.

Don't let your customer's solutions drive your requirements, let their problems.

Consider the true "value" of a feature before committing to including it in your product. Be data driven.

Relentlessly advocate for the customer in deciding what features to include in a product.

Understand all aspects of the product lifecycle.

Use data to prioritize features for your team and ensure we are working on the highest value task (ROI).

No one will tell you how to do your job. You must seek out what needs done on a project and ensure it gets done.

Understand how your customers interact with your product and where their pain points are.

## LEARN MORE

Dive into our [Leadership Principles](#)

Interviewing for a tech role? Explore our common [technical topics](#)

Explore [Interviewing at Amazon](#) for FAQs, prep guides and more

**QUESTIONS?** REACH OUT TO YOUR RECRUITING POINT OF CONTACT

AMAZON IS AN EQUAL OPPORTUNITY EMPLOYER

