

...Questions reveal your intelligence as well as preparation and interest in a job.

...If asked at the outset of an interview, good ones quickly steer the interview in your favor.

A candidate's good questions can be more impactful than good answers. In fact, candidates who ask the best questions in interviews often become finalists for that new position. Here are some which uncover more about a position and company than the best job description. They also test the interviewer's knowledge of that position and company, causing them to really take notice of you. Ask the same ones to each interviewer of a job to learn if their responses are in sync.

## Position specific questions:

- 1 What are the biggest challenges for this position?
- 2 Were there any different opinions from the interview team about the ideal candidate's background?
- 3 Regarding the list of experiences needed for this job, which are "Must Haves" and which are "Nice to Haves?" How many years of each "Must Have" experience is acceptable?
- 4 What are this position's performance metrics and goals?
- 5 Is the position new? If not, what happened to the last person in this role?
- 6 What is the boss of this position passionate about at work and outside of work?
- 7 What is the boss's hot button?

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## Company specific questions:

- 8 What do you like most about the company?
- 9 What are the top opportunities and vulnerabilities for the company?
- 10 What are the company's code of ethics or values? How does it reinforce these?
- 11 What are the biggest reasons a customer would not buy your products / services?
- 12 Where does the firm want to be in 5 years (revenue, EBITDA, products, markets, ownership)?