

The Top 4 Questions Partners Want You to Ask

1. "How would my role affect the business in the short-, medium- and long-term?"

This question demonstrates that the candidate isn't just thinking about themselves, but rather where they fit into the strategy of the business as a whole. It switches the conversation from being about what the company can do for them to what they can do for the company.

2. "Why did you join [your company]?" In other words, a very polite version of "Why should I want to work here?"

Top candidates are generally interested in what the interviewer found so attractive about the company they now work with. This question specifically says that a candidate is thinking about the long-term future and isn't interested in just another job — a good indicator that they take their work seriously and will only move for the right opportunity. They likely want to know about the company's product story, current revenue, short- and long-term plans, culture and team in place. Hiring managers know that if they aren't prepared with honest and persuasive reasons why they joined their current firm, top candidates can quickly lose interest and move on.

3. "What are the biggest trouble-spots you're hoping the person in this position can help you with?"

So much of job interviewing is focused on what's great about the job, great about the candidate, etc. It's refreshing to ask what pain-points the candidate will have to handle. But remember, if you ask this question, be prepared to offer a few potential solutions or ideas for the issues raised by your interviewer. It's a really interesting question, but job seekers need to be ready to think on their feet once they ask it.

4. "What are your organization's strengths and weaknesses compared to your competition?"

Candidates are usually evaluating multiple firms and making their own comparisons to figure out which one is the best fit for them. This is a savvy question because the candidate is asking for an assessment and perspective on what makes the company strong, while also trying to see how objective they can be about the organization.

For more advice and useful tips, please contact a member of Cuff Jones :

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