

**Did You Know?**

## The Obvious Interview Question Most People Screw Up ... Why are you interested in this company?

It's a seemingly simple question that most people hurt themselves with during an interview. So what goes wrong? 1) They give generic answers that communicate I haven't done my homework and don't know how you differ from your competition; and 2) They don't tie the differentiating features about the company to their own strengths or interests.

You wouldn't want to date someone who projected that they were just looking to date anyone. Recruiters feel similarly about potential hires. The more specificity a student communicates about why they want to work for a specific company, the more impressed the interviewer will be. Let's take a look at these two sample responses to the "Why are you interested in this company?" question.

**Karen.** "Widget Inc. is an exciting emerging leader in the industry. The company attracts really sharp people and has a great reputation for its employee development and culture. I'm sure I would learn a lot at Widget and could make a valuable contribution.

**Julia.** "I've been following Widget Inc for the past 3 years since I first used the company's product after seeing an ad. Even though the brand wasn't as well established then, the product was so much faster and more intuitive for a user. I told my friends, and clearly others told theirs. It's not surprising to me that the company's market share has doubled to 28% in the past 2 years and international expansion efforts are underway. As you see on my resume, I've had multiple opportunities to develop and demonstrate my sales skills in various initiatives over the last few years. I believe I could immediately put those skills to use at Widget."

Which candidate passed the test?

~Andrea Rice

President & Co-founder, Gotta Mentor

**Save the Date...**

	Wed	Nov. 18	<b>How to Land a Job at the U of U</b>	12:00 Noon	380 SSB
	Fri	Nov. 20	<b>CPT: What Does it Mean to Me as an Int'l Student</b>	2:00 pm	Parlor A, Union
	Mon	Nov. 30	<b>Interviewing Successfully</b>	3:00 pm	380 SSB
<b>Info Sessions &amp; Interviews</b>	Mon	Nov. 16	<b>Micron Technology</b>	2:00 pm	380 SSB
	Tues	Nov. 17	<b>US Defense Contract Audit Agency</b>	4:00 pm	380 SSB
	Thurs	Dec. 3	<b>Enterprise Rent-A-Car: Management Trainee</b>	SIGN UP in <a href="#">UCareerLink</a>	

Learn more about upcoming events by visiting <http://careers.utah.edu/careercafe.htm> or by logging into [UCareerLink](#)

**Career Tip of the Week**



Do thank you notes after job interviews really matter that much? They do to hiring executives. 88% of respondents to a recent survey said they consider a post-interview thank you note as influential in their evaluations of candidates. It "demonstrates initiative and courtesy. Conveying appreciation in a well-written message is not only polite, it also can distinguish a job applicant from others vying for the same position." Respondents said that only about half of job candidates bother to send thank you notes.

**Spotlight**



**Are you looking for a job? When was the last time you logged into UCareerLink?**

As of this morning there were 272 active student jobs and 403 active career jobs in the UCareerLink system. Just login at <http://careers.utah.edu> to see full job descriptions, application details, and more!

*If you received this email twice, or you wish to be removed from the list, please contact your Career Services Counselor at 801-581-6186. Thank you!*