

• XXV •

## *No One Cares What You Like*

**N**o one cares how you want to use your experience. No one cares that you like working with people. No one cares that at this stage of your career you do or don't want to do such and such. No one cares that you love to write. The only thing the hiring people care about is their problem. If hiring you can help solve their problem, then you have a shot at the job. If the hiring people don't think you can help, it doesn't matter what your background contains; you won't get the job. When interviewing for a job, don't say, "What I really like to do is marketing," or "What gets me going is to solve problems." Don't say, "What appeals to me is the opportunity to use my creativity, my education, my experience." No one cares!

Your objective in the interview is to find out what the hiring people, the customers, like. You must uncover what they need, what they are looking for, and why. Find out that the company needs a meeting planner who can eliminate airline and hotel reservation errors, thereby reducing costs. Now your love of managing complicated projects is relevant. But don't tell the interviewer "I like to administer complex projects." Rather, ask the interviewer, "So, is it correct that you are looking for someone who pays attention to details and is well organized?" If the customer responds positively, then you ask, "Would you be interested in hearing how my experience managing the graduation exercises at the college where I once worked fits your job requirements?" Then show how your experience fills their need. It doesn't matter what you like. It matters what the hirers like and if they like you. If they like your experience and they like you, you will get the job.