"Why should we hire you?"

Also asked as "Why are you the right fit?" and "What makes you different from other candidates?"

What interviewers are really checking **Proof · Fit · Low risk**

The four-part answer (about 45 seconds)

WHAT THE ROLE NEEDS

"This role needs someone who [need A] and [need B]."

Top two from the JD

TECHNICAL PROOF

"I did [A] when [example, with a result]."

Something you built or ran

PEOPLE PROOF

"I did [B] when [example with people]."

Explained, led or convinced

SO I CAN DO BOTH

"So I can do [A] and [B] from day one."

Close the loop

Short on time? Use this order: **What the role needs → technical proof → people proof → "so I can do both"**

7 weak answers, and what to do instead

The WRONG way	Do this instead
Adjectives: "I'm passionate, hard-working and a quick learner."	Everyone says it and none of it is proved. Show one time you did the job.
Comparing: "I'm better than the other candidates."	You haven't met them. Talk about the role, not them.
Need-based: "I really need this job."	Make it about what they need, not what you need.
A list of ten skills.	Pick the two the job description stresses most, and prove each once.
Proving only one side, technical or people.	Prove both. Most freshers only prove one, so both stands out.
Repeating your "Tell me about yourself" answer.	Use new proof, tied to this role's needs.
"I'll learn whatever is needed."	"I've already taught myself [skill]. Here's what I built with it."

Read the job description like a checklist: circle the two things it repeats most, and use their words. If it says "stakeholders", say "stakeholders".



Sagar Gulati · Founder, DefineCareer.com · Managing Partner (US and India)

@DefineCareer @define_career /gulatisagar /define-career

Follow for more career growth and interview tips

Worked examples for different roles

Illustrative samples. Use the same pattern with your own real details.

ANALYST ROLE

Why it works: SQL proof plus proof that people used it

ROLE NEEDS	“This role needs someone strong in SQL who can explain numbers to people who aren't technical.”
TECHNICAL	“In my internship, I built a weekly sales dashboard in SQL.”
PEOPLE	“Every Monday, I walked the store managers through it so they could make decisions.”
BOTH	“So I can do the analysis, and I can get people to actually use it.”

SALES / BUSINESS DEVELOPMENT

Why it works: real numbers from a college role

ROLE NEEDS	“This role needs someone who can find new clients and keep them.”
TECHNICAL	“For our college fest, I built a list of 60 local businesses and closed 9 sponsors.”
PEOPLE	“I stayed their single point of contact, and 6 came back the next year.”
BOTH	“So I can bring in new accounts and keep them coming back.”

SOFTWARE ENGINEER

Why it works: a measurable build plus teamwork

ROLE NEEDS	“This role needs strong backend skills and someone who works well in a team.”
TECHNICAL	“In my internship, I built an API that cut a page's load time from 4 seconds to under 1.”
PEOPLE	“I also ran weekly code reviews for the three other interns.”
BOTH	“So I can ship good code and make the people around me better.”

Small proof counts: a fest, a club, a college project, a side project. Size doesn't matter. Ownership does.

Same question, different words: use the same pattern for “Why are you the right fit?”, “What makes you different?” and “What will you bring to the team?”

Before you walk in: list the role's top two needs · one proof for each · say it out loud in about 45 seconds · don't reuse your “Tell me about yourself” example.



Sagar Gulati · Founder, DefineCareer.com · Managing Partner (US and India)

@DefineCareer @define_career /gulatisagar /define-career

Follow for more career growth and interview tips