

1 What do you know about my company?

Sample Answers #1:

“I read on your website that you’re one of the top data security companies in the US, and that you serve more than 40 Fortune 500 companies including some of the biggest tech companies like Microsoft and IBM. I also read a recent news article that mentioned you’re looking to expand into providing these services for financial institutions as well. **Is that right?** And can you tell me more about that?”

Sample Answer #2:

“I know you’re one of the biggest providers of payroll software, and you were founded in 2012 when your CEO realized many small businesses spend far more than they should on payroll, which hurts their growth. The story on your website’s “about us” page was interesting, and it seems like there’s a big need for this product based on how quickly you’ve grown. I read that you doubled in size last year, and you are on track to do it again this year.”

Sample Answer #3:

“I know that your company is one of the largest investment banks in the US. Your headquarters is in Raleigh, NC, and you have 25,000 employees worldwide based on what I read on your website. I’ve known about your company for a couple of years now because I’ve been working in this same industry. Your company is one of the names I think of in this industry, which is why I was excited to apply for this job when I saw it posted on your website.”

1.1 To prepare for this question, I recommend going on the company website and looking for:

- When were they founded?
- Who is the current CEO?
- Where is the head office?
- What do they sell or how do they make money?
- Who is their typical customer?
- Approximately how many employees do they have?
- Who are some of their biggest competitors, and do they do anything to differentiate themselves?
- Do they have a mission statement on the company website? What is it?
- What is their reputation?

1.2 Answering “What Do You Know About Our Company” – Quick Instructions

1. **Pick two or three specific facts about the company** that you can tell the interviewer
2. You can research facts on the company website, social media profiles, or by searching the company name in Google News
3. **Keep your answer short and concise**; it’s better to name two facts that you know extremely well than to mention five or six facts that aren’t 100% accurate
4. **Consider ending your answer with a question directed back at the interviewer**. This will turn the interview into a more relaxed, back-and-forth conversation
5. Try to compliment the company when answering what you know about them. You can do this by naming something they’re well-known or well-respected for
6. **Practice your answer; nothing comes out perfect the first time.**