

Towards the end of an interview, it is quite common for an employer to ask you "Do you have any questions for me?" This is a golden opportunity for you to distinguish yourself from the other candidates!

The interviewer is looking for each question you ask to reflect your knowledge of the company, your interest in the potential position, how much attention you have paid during your interview and your work ethic. However, asking the wrong question could create a totally different impression. Here are six questions you COULD ask at interview:

1. What training opportunities could you offer to the person you appoint?

This is one of the classic questions; it can highlight that you are keen to advance your skills and add further value to a company.

2. Is there a chance for promotion / progression in the future?

This is another classic question, and in a similar vein. It can show your determination to make progress and to do so over the long term.

3. What do you like the most about working here?

Hopefully this question will prompt the interviewer to give you a personal answer. Do they answer straight away? Are they enthusiastic about their career progression, the rewards and recognition they are given, and all the other things they love? If so, that's probably a good sign. After all, work is a huge part of your life and you want to be sure this employer is right for you.

4. If I get the job, how could I impress you / what are my priorities - in my first three months?

This shows you are already thinking ahead and want to do what is best for the company. It also demonstrates commitment as well as the desire to make a positive contribution to the company.

TIP: the answer is as important as the question, so listen carefully!

5. How would you describe the company's culture?

This question shows you are interested in a broader view. This is a chance to dig into the corporate philosophy and whether its priorities include employee happiness to make sure you are comfortable with the dynamic of the company.

Don't forget that when you research the company before interview, sometimes their culture is very clearly set out on the website. In this case you could reference the culture statement and ask how it is implemented in a practical way across the business.

6. How is performance measured and reviewed?

It is important for you to know this so that you can make sure to deliver - help the employer to see that you are not just 'talk and no action', but that you are genuinely interested in delivering what you promise.

Showing some ambition is good! Showing you WANT the job is great!