

# Creating Better Interview Questions

## The 'Behavioral Predictor' Questions

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**The principle: People behave in the future as they did in the past.**

Do you believe that statement? It's proven in the prisons. It's proven in the psychological studies.

Manager's big mistake: Thinking the manager can change someone!

Don't try to change them. Recruit the right ones.

Here is a method of determining whether you are interviewing a person with the traits, qualities, and skills to be successful in real estate. When you master this method, you'll feel as though you have a 'crystal ball'. Wouldn't you love to predict who will succeed? Ask the right questions and evaluate properly, and you will!

**The method:** Asking questions about the person's past and listening to ascertain that the person behaved in a way that demonstrated a particular trait you're looking for

**Example:** A trait needed in real estate is 'tenacity'

The question: Was there a time in your past where every one else gave up, but you persevered?

Listen to the answer. Probe. Keep probing until you determine that there is enough tenacity to succeed in real estate.

**Manager's big interviewing mistake:** Asking 'future-based' questions (that leads to a fantasy dreamlike answer!)

Example: Will you work hard in real estate?

Answer: Sure. This will be my first job (the candidate is 26!).

Example: Are you tenacious?

Answer: Of course. I actually showed up for this appointment (not....)

Go back to your old interviewing questions, and see if you are asking 'future-based' questions. No wonder those candidates keep disappointing you! They're giving you fantasyland answers!

# Worksheet: Create Your Own “Behavioral Predictor” Questions

Quality



Behavior



In the past, did you...



Probe

Tell me more –  
Then what –  
How did –  
What happened –

***How they behaved in the past predicts  
How they will behave in the future***

## Examples: Behavioral Predicting Questions

<i>Quality</i>	<i>Question</i>
<b>Realistic Goals</b>	Who was/is the best salesperson you ever knew? Why? Describe a time when you set a goal and achieved it.
<b>Tenacity</b>	Tell me about a situation in your life where you had to be tenacious, under trying circumstances.
<b>Motivation</b>	How have you motivated yourself in the past?
<b>Empathy</b>	When your friends or business associates have had a problem and have come to you for counsel, how have you helped them?
<b>Positive Attitude</b>	What were some of the tougher problems you faced in previous jobs? At what point did you call for assistance?
<b>Aggressive/Competitive</b>	In your previous job, tell me how you convinced other people to accept your ideas? Tell me about one of your “wins” in a competitive situation.
<b>Willing to do the Job</b>	Tell me about a circumstance in your life when you went out and “drummed up” business.

Excerpted from [\*Your Blueprint for Selecting Winners\*](#), an online, comprehensive guide to interviewing for winners.

