

STAR Method

You may be familiar with the STAR Method. If you're not here is an overview that can help you out!

What is the STAR Method?

The STAR Method is:

- S – situation (what is the situation at hand?)
- T – task (what were you required to achieve?)
- A – action (explain what you did)
- R – results (what was the outcome?)

How do you know when it's a STAR question?

STAR questions are situational questions. These questions will usually start off with “tell me about a time when”, “give me an example of”, or “describe a situation where”

Here's an example of how you could answer the question “Tell me about a time you sold something”

Job Title: Candy Vendor

Situation

“A time I sold something was when I was working at one of my high volume retail accounts, setting up displays for Halloween. We usually have our set locations where we can put our candy, but we have the flexibility to work with the store to get more space.”

Task

“Outside of setting up and stocking the candy displays that day, my goal was to work with the store manager to see if I could get extra space for our product.”

Action

“When the store manager was available, I asked to see if I could utilize the space near the front entrance because of the high traffic volume that the area sees. She immediately said no, and that she needed the space for other items. In order to convince her that this space would further boost sales, I showed her the sales spread sheet for Halloween last year and how the sales spiked the last 7 days leading up to the holiday. When she saw the sales numbers, her eyes lit up, and she said that the space was all mine as long as I kept it filled with product.”

Result

“Because I took the time to look and ask for more space, and justified why we needed more space by backing it up with numbers, I was able to sell thru our product and build a deeper relationship of trust with the store manager.”