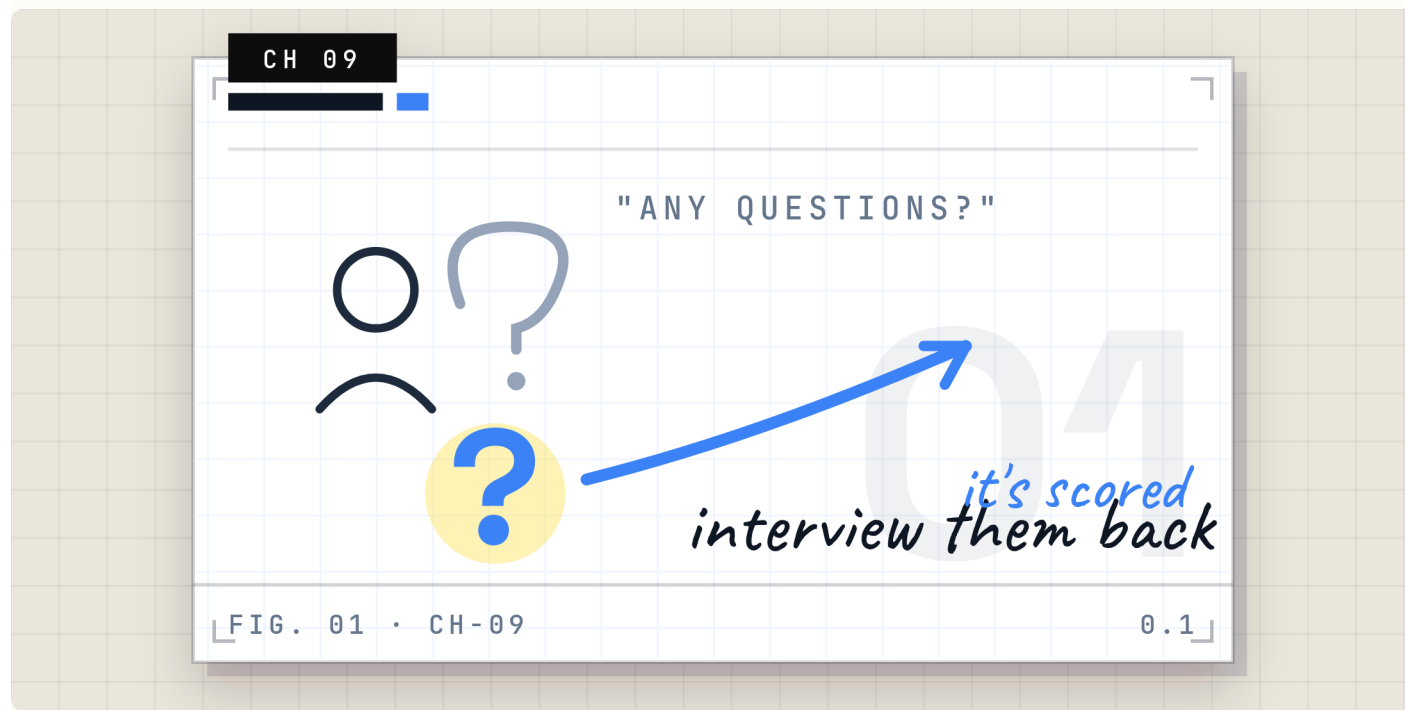


What should I ask them when they say, 'Do you have any questions for us?'

By **Chris Baldwin** · Founder, Baldwin Blueprint · Updated June 2026



SHORT ANSWER

Ask questions that show you've already started solving their problems, not just learning about the company. Focus on how your unique skills will contribute to their specific goals, using details from the job posting and your resume to frame your inquiries. Your questions should reveal your strategic value, not just your curiosity.

That moment at the end of an interview, when they turn the tables and ask, "Do you have any questions for us?" can feel like a pop quiz. Most anxious job seekers just want to get through it, but this is actually your final, best chance to show them you're the solution to their problems. I promise, you can turn this moment into a powerful demonstration of your value.

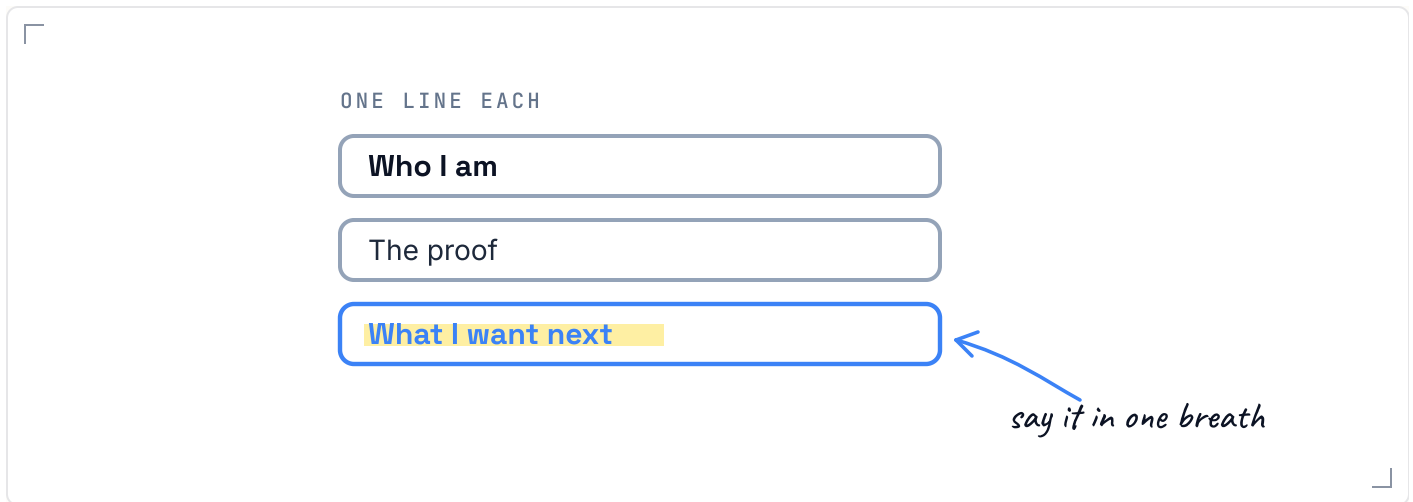


FIG. 02 I used to ramble when someone asked what I did. Now I keep three lines ready: who I am, the proof, and what I want next. When all three stack into one breath, people remember you.

§ 01

How do I show I've already started thinking about their problems?

Frame your questions around specific challenges or goals mentioned in the job posting or throughout the interview, demonstrating you're already in problem-solving mode for them. This shifts you from interviewee to potential partner, showing you're not just looking for a job, but for impact. You're not asking what they do; you're asking how you can help them do it better.

For example, if the posting mentions expanding into a new market, you might ask, "I noticed the posting highlighted a push into the APAC region. What specific metrics are you tracking for success in that expansion over the next 12 months, and how do you see this role directly contributing to those early wins?" This tells them you read the posting, you understand their strategic direction, and you're already thinking about measurable outcomes. It's a much stronger signal than, "What's the team culture like?" I want you to make every question a mini pitch for your specific skills.

§ 02

Should I ask about the 30/60/90 day plan?

Asking about the 30/60/90 day plan is a smart move, but only if you frame it to show how you'd execute your own plan, not just hear theirs. This question can reveal critical expectations and allow you to align your prepared 30/60/90 day plan from your Baldwin Blueprint with their vision. It's about demonstrating initiative and foresight.

Instead of "What would my 30/60/90 day plan look like?" try, "Based on our conversation about [specific challenge or project], what would be the top one or two priorities you'd want someone in this role to tackle and deliver measurable results on within their first 90 days?" This invites them to share their critical needs, and you can then connect those needs to your own Experience Accelerator and 30/60/90 day plan, which your Blueprint helps you build from the actual job posting. It shows you're not just waiting for instructions; you're ready to hit the ground running with concrete contributions.

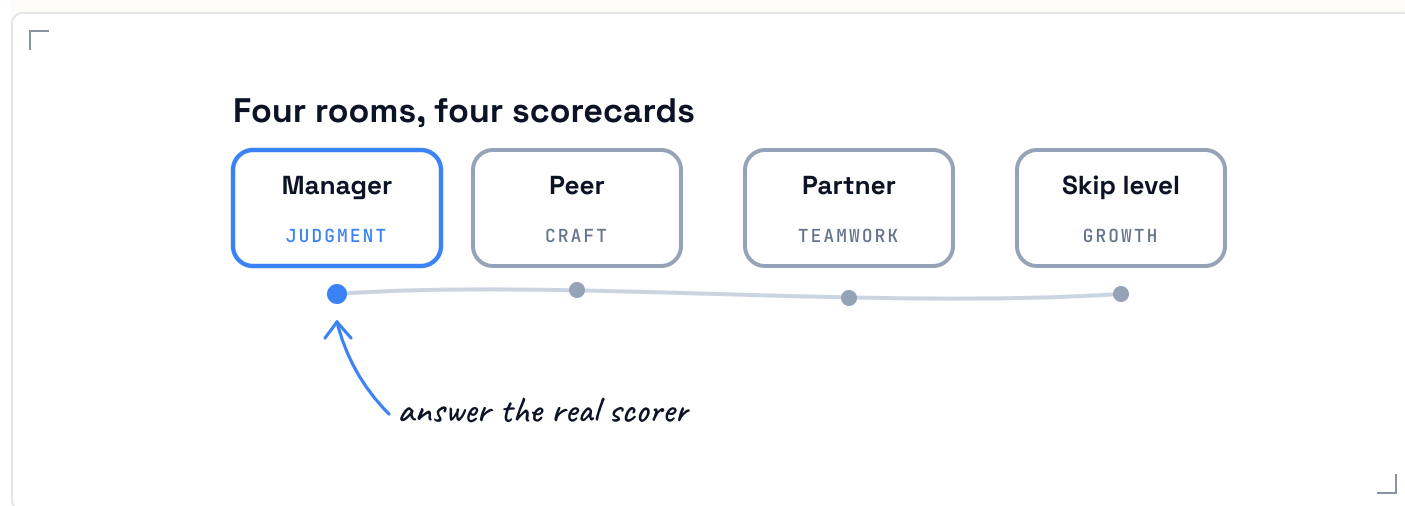


FIG. 03 An interview loop is not one test, it is four. Each person in the room is measuring a different thing: the hiring manager scores judgment, the peer scores craft, the cross functional partner scores collaboration, and the skip level scores trajectory. Speak to what each one is actually grading.

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§ 03

What's a question that shows I'm thinking long-term?

A question that shows you're thinking long-term connects your potential contributions to the company's broader strategic goals, positioning you as an investment, not just a hire. This demonstrates ambition and a desire to grow with the company, making your candidacy more compelling. It's about signaling that you see a future with them.

Consider asking, "Beyond the immediate responsibilities, what are the biggest strategic shifts or initiatives this team expects to navigate in the next 18 to 24 months, and how does this role evolve to support those changes?" This shows you're looking beyond the immediate tasks and are interested in the trajectory of the company and your potential role within it. It's a question that conveys seriousness about your career and their future, which hiring managers appreciate. It pushes past the tactical and into the strategic, which is where true impact lies.

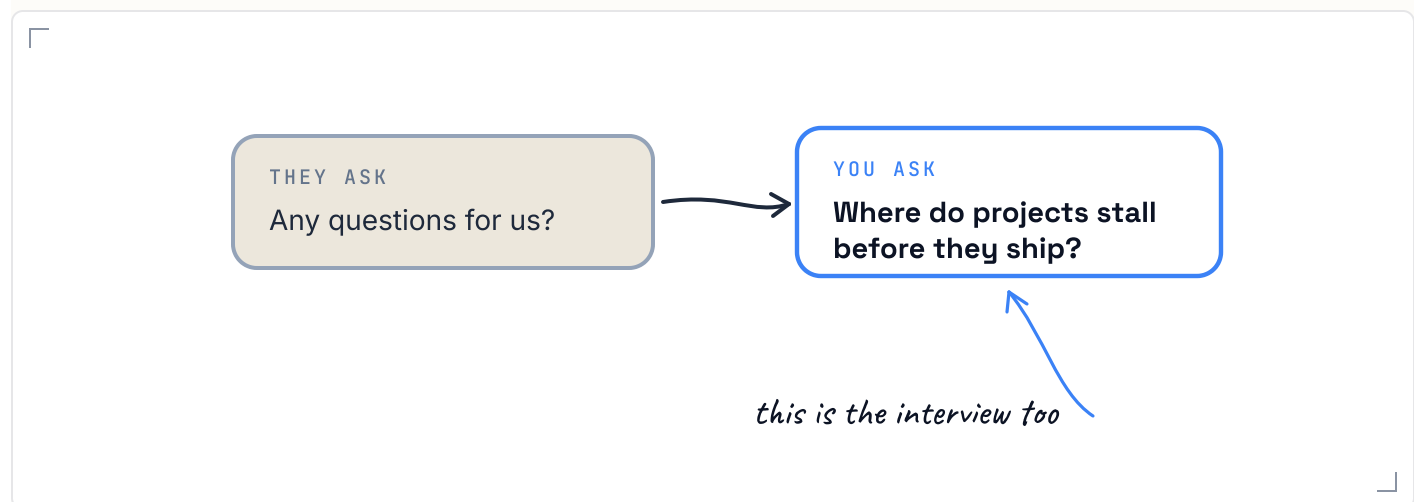


FIG. 04 The questions you ask are part of the interview, not a polite afterthought. When they ask if you have questions, skip the perks and ask about the real work: what success looks like in 90 days, where projects stall, who owns the roadmap. The questions you ask reveal how you think, so make them sharp.

§ 04

Is there anything I should absolutely NOT ask?

Avoid asking questions that are easily answered by a quick search of the company website or questions solely focused on benefits, salary, or vacation time at this stage. These types of questions signal a lack of preparation or a self-serving focus, detracting from your professional image. Your final questions should reinforce your value, not raise doubts.

I also tell people to avoid asking questions that are overly generic or could apply to any company, like "What do you like most about working here?" While it's okay to build rapport, your final questions are for demonstrating strategic fit. Save the generic questions for networking calls, not the interview's closing act. Most prep advice is useless because it tells you to ask what you want to know, not what *they* need to hear. Your Baldwin Blueprint helps you identify their core needs directly from the job posting, so your questions can be laser focused on those.

§ 05

How do I ask a question that makes me stand out?

Ask a question that directly references a detail from your resume or the job posting, then connect it to a strategic signal or an Account Map insight from your Baldwin Blueprint. This type of question makes you memorable because it's specific, personalized, and demonstrates deep preparation. It shows you've done your homework and understand their world.

For example, if your resume highlights a specific project management success, and the job posting emphasizes improving project timelines, you could ask: "Given my experience leading the [Project Name] initiative, where we reduced delivery times by 15%, what are the current bottlenecks in your project pipeline that you envision this role specifically addressing?" This isn't just a question; it's a subtle reminder of your relevant achievements and a direct offer to solve their problems. It's about making a direct link between your past success and their future needs. This is the difference between a good candidate and the one they can't stop thinking about.

WORKED EXAMPLE • 30/60/90 LINE

BEFORE

What are the biggest challenges this role will face?

AFTER

Based on my research into your Q3 earnings call, where you discussed streamlining supply chain logistics, what specific data sources or key stakeholders would be critical for me to engage with in my first 30 days to begin mapping out an optimization strategy for that area?

What most people do	What actually works
Ask about team culture or company benefits.	Ask how your specific skills solve their problems.
Ask for a job description summary.	Refer to a specific point from the job posting or their website.
Ask generic questions from a list.	Craft questions that lead to an offer, not just information.
Ask questions that show you're curious.	Ask questions that show you're already contributing.
Wait to be told what to do.	Propose how you'll make an immediate impact.

The takeaways

- 01 Ask questions that solve problems, not just gather info.
- 02 Reference the job posting and your resume directly.
- 03 Frame questions to reveal your strategic value.
- 04 Use your 30/60/90 plan to guide your questions.

Questions people ask

What if I don't have any questions left after our conversation?

It's rare that you won't have any questions if you're truly engaged, but if it happens, you can say, "You've been incredibly thorough, and I feel I have a strong understanding of the role and team. I'm confident I can contribute significantly." Then, pivot to reiterating your interest and fit. You can also offer to follow up if new questions arise.

Is this just a fancy cover letter? What does Baldwin Blueprint actually do?

No, it's much more. A cover letter is static. Baldwin Blueprint turns the actual job posting and your resume into a living 12 page strategic Blueprint you walk in with. It includes an Impact Memo, an Account Map, Strategic Signals, an Experience Accelerator, and a 30/60/90 day plan tailored specifically to that role. It's built from the actual posting, and the first draft is free, no card required. It gives you concrete, specific content for every stage of the interview, including the questions you ask.

How many questions should I ask?

Aim for 2 to 3 strong, impactful questions. Quality over quantity. You want to leave them thinking about your insights, not just how many questions you had. If your questions are strategic and well-researched, you won't need many to make a lasting impression. Focus on the ones that highlight your unique value and understanding of the role.

What if the interviewer seems rushed?

If they seem rushed, acknowledge it respectfully. "I know we're short on time, so I'll just ask one key question: based on our conversation, what's the single most critical challenge this role needs to solve in the first 6 months?" This shows you're observant and considerate, while still landing a powerful, focused question. It's about adapting to the situation while still making your point.

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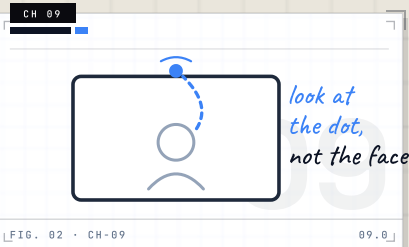


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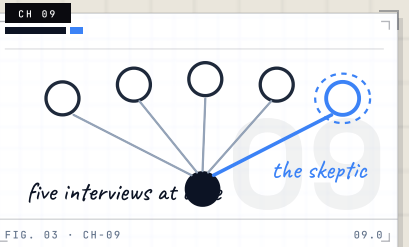


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