



Med Sales Academy

Sales Foundation Course

Module 7 Interview Skills

Welcome to Interview Skills



- Warren Howell
- Trainer & Sales in Ophthalmology for 20 Years
- Please ask questions!
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Today we will learn



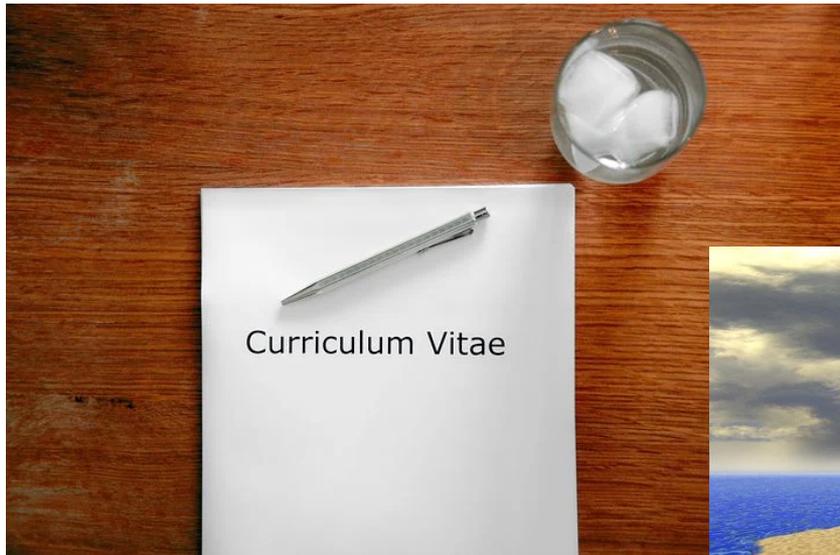
- How to be successful at Interview

Interview Preparation



- Once you have your CV professionally prepared
- You can put your plan into action and receive an offer of first interview
- Let's focus on preparing to succeed, get offered a second interview and secure your ideal role in the industry
- The recruiting manager has obviously seen things they like on your CV
- As they have allocated valuable time from their busy schedule to interview you.
- You need to take time to research and then prepare, if you plan to succeed
- Carryout a review and refresh of your LinkedIn profile- potential Employers will look at it

Interview Preparation



Company Research



- Once you have the date confirmed for your first interview, allocate time to research the company
- Visit their website, get a feel for the company and the company ethos
- Are they a big 'Blue Chip' or Small to Medium Distribution Company?
- Are they part of a big group or a family owned enterprise?
- Does their ethos fit with yours? Do you see your self fitting in there?
- Where is their head office? You will need to spend at least the early months travelling there, in order to carryout initial training/meeting your colleagues etc
- Would you feel confident to represent them and their products?

Company Research



Company Personnel?



- Find out who the CEO or MD is. Do some research on them
- Read their messages on the company website, LinkedIn etc
- LinkedIn will give you a history on them. How long have they worked for the company?
- Who is the Senior Management team?
- Do the same research on the Interviewing Manager(s) and HR Manager
- Try to find out the size of their Sales team/Applications team and their backgrounds.
- If they are a big 'Blue Chip' company who is the President/VP etc
- Check the company 'Mission Statement' and 'Ethos'

Company Personnel

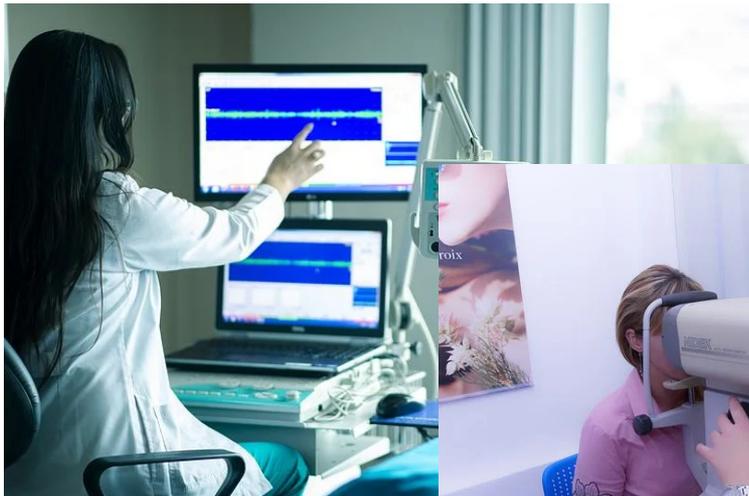


Company Products/Markets



- Take a long close look at the products they market and sell
- What is their focus? What are their top selling product(s)
- Who are their main customers?
- What share of the market do they have (approx) ?
- Is the market for their products growing? Where are they targeting?
- Are you excited and motivated to be able to represent their products?
- Do you have any previous experience in these markets?

Company Products/Markets



The Company's Competitors



- Who competes with them? Who are the main players in the market
- Who is the market leader? Why?
- Look at the advantages of their products over their competitors
- You will need to research, how their products perform, especially in the clinical setting
- Read & Study any Clinical Papers- Seminar presentations on their products and how they perform
- Are there more positive reports, than negative?
- Which Seminars & Exhibitions do they attend ? (usually on their news/events page, on the website)

Company Products/Markets



Bringing all the information together



- Once you have your first interview date, make a plan to do the research into the company
- Build in enough time to 'join' all the research information together in a format that you can use to practice for the interview
- As part of the interview process you may be asked to present, so if you are not familiar with Power Point and presenting - Practice, Practice & Practice more. Prepare some slide templates
- Think about what attributes you will bring to the company and how you communicate that to the interviewers
- Confidently present why employing you will benefit the company - Sales growth, Improved Customer Service, Improved Applications support etc
- Ask the interviewers logical researched questions. EG Where do they see the company being in 3-5 years from now. What markets/product will be the main focus this financial year?

Closing the interview



- Once you are 'in' the interview, you will get a 'feel' for how it is going
- After our training and your interview research & preparation it should go extremely well
- If you are asked to present (Power Point) make sure you take printed copies of the slides and name each copy, individually for each interviewer (Great people skills – MMFI)
- In the final stage of the interview do not be afraid to close the interview but make sure you do not come across as too pushy
- You can summarise your attributes (your personal brand) and then ask them for feedback on how they thought the interview went
- Then - ask if they will be recommending you go forward to final interview and when that date is expected to be
- Re confirm your interest in moving forward with the role - If you do wish to move forward that is ;))
- Post interview - make sure you email the Interviewers, thanking them for taking time to interview you (whether you are successful or not)

Question Time



Today we have learnt



- How to be successful at Interview

Congratulations !



Well done you have successfully completed the Sales Foundation Course

We will provide you a course certificate & a summary of which topics you have studied

Best of luck with your job search

Remember our support does not finish when the course ends

Thank-you



- We hope this session was useful
- Please send us your questions
- warren@medsalesacademy.co.uk
- See you on the next module
 - **Graduation Quiz**