



TREELINE

SALES INTERVIEW

PREPARATION

STEP 1: RESEARCH

- Make sure you research the company website, job description and the employees on LinkedIn.
- Our research shows that the number one reason hiring managers disqualify candidates is because they have not done enough research on the company or the position they are interviewing for.





STEP 2: PREPARATION

- Print your resume and have it in front of you. Have a notepad to take notes.
- Whether in person or by video, dress professionally and arrive 5 minutes early. Make sure your microphone and camera are working properly, your background is clean, your mobile phone is off and you are void of distractions.
- Mentally prepare for action. First impressions are important, so smile and bring a positive upbeat attitude.
- Build rapport right away. Connect on a human level by being personable and authentic.
- A transition will take place to the formalities of the interview.



STEP 3: YOUR EXPERIENCE

- Learn to write and tell your story by highlighting your unique skills.
- Start with your most recent experience. Know your accomplishments, achievements, metrics of success, quota, average deal size, average sales cycle, etc.
 - Did you meet your quota and how did you do it?
 - Who is the audience you sell to and why have you been so successful?
- Know the number of net new clients that you've brought on board, revenue dollars, rankings and awards.
- Know your background and to speak to it.
- A transition will take place and you will need to be prepared to speak about the company and the opportunity.





STEP 4: YOUR SKILLS

- Expect to be asked what you know about the company and why you think you are a good fit for this role.
- Speak with confidence and conviction.
 - What have you learned so far in the interview and based on your notes, what translatable skills match the requirements?
 - Explain why you believe you are a strong fit for the position and how you'll be a valuable asset for the team and company.
- As the interview comes to a close you should expect the final transition point to wrap up the conversation and address your questions.





STEP 5: QUESTIONS

- What questions do you have?
- If you sense there is limited time left, focus on your closing questions. If you only have a little time to ask genuine questions consider asking questions that include:
 - What makes their top producers successful?
 - What daily activities are required to be a top performer?
 - Where do you see this role and the company in the next 12 months?
 - What have been the biggest challenges for the sales team?
- Avoid questions in this first interview that include the benefits package, vacation days or 401k. There will be time to address those questions later in the process.





CLOSE THE INTERVIEW

- Steer the conversation toward a trial close.



STEP 6: THE CLOSE

- This has been a great conversation and I really appreciate you taking the time to meet with me. Now that you have had a chance to hear my story do you have any questions or concerns with my ability to fulfil this role?
- If they are honest, they'll voice a concern or two. This is a good sign.
- Digest the concerns and respond in the affirmative. "I understand your concern and can understand why you might say something like..." then isolate the specific concern and address it.
- Put it to rest, gain agreement that it is no longer a concern and then isolate and overcome any additional concerns about your ability to fulfil the role.





STEP 7: FOLLOW-UP

- If there are no additional concerns, find out what the process looks like:
 - How many people are they are interviewing and how you rank?
 - What is the next step and who else is part of the decision making process?
 - What is their timeline?
- Lastly set a plan of action for next steps and gain agreement. For example, you could finish the conversation with, “If I don’t hear from you by Friday, is it okay if I follow up with you on Monday?”
- Make sure you have the contact information for each person you interviewed with and follow up with them via email by the end of the day with a strong formal thank you email.





**By following these steps, you'll
elevate your interview skills and
position yourself as a highly
sought-after candidate.**