



Interview Tips

Preparing for the Interview / Background Search

1. Totally research the company. Check them out on the internet. Ensure you know where they are headquartered, what kind of growth they have had, and why.
2. Answer this question: Why am I interested in this company, and why am I interested in this industry?

Questions to Ask During the Interview

1. What kind of experience or person are you looking for?
2. When you look at your top salespeople, what do they have in common? What makes them a cut above the rest?
3. Why is this position open?
4. Describe a typical day and week in the life of one of your salespeople.
5. What has been the history of this territory? What would be my first-year goal?
6. What has the territory been doing, and where do we want to grow from here?
7. What do you sell against your competition? Better price? Better service? Better Reputation?
8. What do you like about this company? Anything you don't like?
9. How would you describe the corporate culture and work atmosphere?
10. Where could this position lead if I come in and blow the numbers away?

Remember – Selling is not telling but the art of asking great questions. Also, nothing wrong with bringing a notepad and paper and asking, "May I take some notes while we're interviewing?"

Interview Theme:

1. Your goal is to get the job – not to decide if you want the job until after you have all the facts.
2. Your number one goal is to sell yourself to them, and your number two goal is to find out about the job to see if it's for you.
3. You should always be answering these two questions: Why should they hire you? What benefits do you bring to the table? Always think – What's in it for the company? Avoid anything that says – what's in it for me? Don't ask about benefits, salary, vacation days, or anything that says, "What's in it for me?"
4. Employers want to hire so they can go back to work. Show them how you can make their life easier and better.
5. Answering the old "Tell me about your strengths and weaknesses." is the same as "Tell me about yourself." which is the same as answering, "Why should I hire you?"

A. Extremely hard worker:

Whatever you say about yourself, back it up with examples and mini-stories. Think of stories that prove that you go the extra mile (i.e., worked your way through college, first one in and last to leave, maybe sports in school and how you worked at your sport, how you went above and beyond to get a customer). Whatever you say, you want them to leave the interview knowing they will get someone with a great work ethic.

B. I'm a proven Sales Producer:

1. What is your ranking compared to other salespeople in your region or office?
2. How are you doing according to your quota? And be specific. Don't say, "I'm 100% of quota," but say, "I'm 111% of quota." Give it value. Show that you're not average, show that you're exceptional.

C. Tough mental attitude:

1. I'll do whatever it takes to hit the goal.
2. Hours are not a problem.
3. I believe in written goals.
4. I'm persistent like a pit bull. I don't give up (and give an example).
5. I'm focused on the goal, and you have me 150% during the workday. I won't be focusing on anything during the workday but hitting my work goals.
6. I love to develop new business – and I'm a hunter.

D. I'm P.H.D. (Poor, hungry, and driven)

1. I'm dollar motivated.
2. I'm competitive.
3. I love to come in first.
4. I'm excellent at time management and believe in setting priorities.

The Close:

1. Thank them for their time.
2. State your feelings about the job and why you feel that way ("I'm interested in the job because...").
3. Briefly summarize why you feel you fit the job (If you asked before what they are looking for in a person, now summarize why you fit that.). "If I could point out why I am a good fit the job..." It could go back to the same answer as your strengths.
4. Closing question. Do you see me as a fit for this position? Very sincere, very direct, no glitz, but genuine.
5. If they say no: Find out the objection and overcome it. If they say yes: Ask, "Where do we proceed from here? What is the next step?"
6. Most companies expect you to ask for the job (The Close – number 4). Make sure you do it with a lot of conviction and enthusiasm. Enthusiasm sells.

After the Interview:

**** Very important:** Always send a thank you note (e-mail or snail mail) after the interview. If you are the only candidate that does it, it looks great. However, it does not look good if you are the only one that doesn't. So write just a few sentences thanking them again for their time and reiterating why you should be the one to fill this position.

Good Luck!

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