

CN Sales Recruitment - Candidate Resource Series – Part 2

How to Prepare for an Interview

90% of decisions to hire are generally made at first interview, so preparation for the first meeting is critical to success. There is no right or wrong way to prepare for a 1st interview but if you follow the points below you will be well on your way to impressing the interviewer and being asked back for a 2nd meeting.

Before the interview

- **Research** – Yes look at the company’s website but also do some digging.
 - What’s happening on their current affairs / news page? What’s topical currently for the business?
 - Who do they compete with?
 - Look at their LinkedIn company page – what are they saying about themselves?
 - Who is the line manager, do you share any connections?
 - Can you download any PDF’s on their site relating to the area / business division you are interviewing for?
- **Travel & Location** – There is nothing worse than running late for a first interview.
 - Check transport links to the interview and work out the easiest route to avoid delays.
 - How long is the walk to the office (you would be surprised how much time this adds to a journey).
 - Print off a map from Google.
- **Speak to your recruiter** – Your recruiter should be able to give you a run down of the role and some inside information such as:
 - Products and services the role is selling, the average order value and target audience for the product. Can you give examples of things you have done that are similar to this, in your past roles? What successes have you had?
 - What size is the team, what is the manager like, what personality traits do they look for in the interview? What positive statements could you use to “sell” yourself as their type of candidate?
- **Questions you want to ask** – there is always an opportunity to ask questions and so you should prepare some questions that cover,
 - The day to day expectations of the role.
 - The team and the other staff in the business the role interacts with.

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- The business growth plans and career prospects / earning potential in the role.
- **Presentation & Resources** – Unless otherwise told, formal is always best at first interview.
 - Think along the lines of what you would wear if you were meeting an important client for the first time and wanting to make an impression.
 - Don't forget to take a notepad and pen – write the interviewers name at the top of the page and use their name to create rapport in the meeting.

At the Interview

- Have an icebreaker.
 - What research have you done that's topical about the business that you could use?
 - In most cases the decision maker will meet you, what could you chat to them about before you get to the meeting room? Try to get them talking about their business before they start the interview.
- Have a plan – so many times sales people let an interview run without taking control. Try and achieve some control and look to move through the following interview process.
 - Fact finding – time spent finding out about your background and experience and what the company is looking for in the current role (take notes).
 - Presenting a solution – Why is this role interesting to you and why do you think you are suited to it, present the features and benefits you feel you possess that match with the clients needs - you have taken down in the fact finding stage.
 - Close – any meeting should have a close and an agreement of the next steps. Make sure you let the interviewer know you are interested but more importantly, what do they think of you? If it's positive, ask what the next stage is and if you will be going through. If it is not a fit or you are not being considered, ask why? Any feedback is positive. If you feel you can overcome the objections, do so and then re qualify and close again.

After the Interview –

- Always contact your recruitment consultant to debrief. Any information you have is helpful to get more feedback from the client prior to any next stage interview, and to help you prepare.

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About us:

CN Sales Recruitment is a division of CN Recruitment Group.

CN Recruitment Group was established in 2010 to service the SME market. Our specialised team work on vacancies from Sales Director level through to Business Development, Account Management and Inside Sales positions.

For more information go to our [Website](#)

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