

Pre- Interview 8 Point checklist

Go through this checklist prior to your first interview with the sales recruiter or hiring manager

1. THE BASICS- These are non-negotiable

- ✓ Know The Company
 - i. Leadership
 - ii. Financials (10K Reports/ Report to Stock Holders)
 - iii. Awards
 - iv. Mission/ Vision Statement

- ✓ Know the product
 - i. Watch Demos on the website
 - ii. Read Case Studies

- ✓ Know the Competition
 - i. Read online reviews
 - 1. G2
 - 2. Trust Radius
 - 3. Capterra

- ✓ Know the Hiring Team
 - i. Review the LinkedIn profile of everyone you are speaking to

2. THE NEXT LEVEL- These make you stand out

- ✓ Connect with SDRs/AEs on team
 - i. Ask questions to inform your perspective

- ✓ Research the companies strategy
 - i. Where are they placing bets for growth
 - ii. 10K, 10Q, Press Release, CEO Interviews

- ✓ Prepare to talk about Yourself
 - i. Your Unique skills, the experience you want
 - ii. Your Intended growth path and the help you need

- ✓ Prepare to interview them. Prepare questions ahead of time for the interviewer