

David Bagga Company Publication

Win Your Sales Career

Ultimate Interview Guide for Medical Device Sales



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The Phone Interview

“Success always comes when preparation meets opportunity.”
– Henry Hartman



Remember what it's like to have that initial first date with someone you're really trying to start a relationship with? There's a certain plan you're trying to follow. You want to look your best, be early, show that you're interested in what they're saying, let your great side come out, etc. More importantly, your big goal is to get another date with that person so you can show the person what you potentially bring to the relationship and ultimately if all goes according to plan, start a relationship with that person you admire. Interviewing is a lot like dating. It's an opportunity that's exciting, overwhelming, has a process, and someone will make a decision about you after a few interviews to determine if you're the person for their organization. There can be a good number of steps throughout the medical device interview process which include:

The Phone Interview/Phone Screen

On-line profile/personality test

Face-to-Face Interviews with managers

Ride-Along/Field rides with sales reps

Final Interview with the VP of Sales or Regional Sales

Director

Preparing your best will be required throughout the interview process, and remember, the better you prepare, the more of a chance you give yourself to WIN your sales job and ultimately WIN your sales career. Everyday when I'm prepping candidates over the phone I constantly remind them to prepare 110% and separate themselves from the competition during the interview process because managers/decision makers have a difficult time deciding on who they're going to hire for the sales jobs since there are so many interviews going on, but if you're more prepared than your ompetetion, then you'll make a managers decision a lot easier.

It's important to remember that sales managers hire candidates they like and think are best fit to handle the job that's on the table, so from a candidate's perspective it's important to connect with the manager during the interview process on some level.

I've broken down every step of the interview process for medical device sales jobs below here for you to review and apply the tips as you start the interview process. In this chapter we'll go over how to prepare for the phone interview, tips for winning the phone interview, and tips for closing for the next steps of the interview process which is the face-to-face interview.

The Phone Interview

Sometimes, managers will start the interview process with a 30-40 minute phone interview before they bring the candidate in for a face-to-face interview. It can be challenging without the right preparation. The biggest challenge candidate's face is trying to understand the person interviewing you over the phone since you can't see them face-to-face and see the expressions on their face.

Tips for WINNING the Phone Interview

- 1. BE ON TIME!** – If the hiring manager or a representative from the employer is calling you, make sure you give yourself at least a 20-30 minute window in-case the manager calls you early. When decision makers call and candidates are late or don't answer on time, employers minds are already made up which is why it's important to always be on time, even for a phone interview. Remember, being on time shows that you honor the interview process and winning your sales job is important to you.

2. Do Your Research On the Company



This is extremely important. Even though the traditional phone interview is about you and what you bring to the organization as a potential sales rep, you still want to be prepared 110% and do your research on the company that's interviewing you. Make sure to review the website thoroughly multiple times so you know it well and can answer questions with confidence. Looking up articles about the company and seeing current facts about them helps too. Preparing some questions to have is crucial so the person on the other end of the phone interviewing you knows you're serious about winning the phone interview and knows you've done your homework on the company.

3. Take the attitude as if it were an in person interview – If you don't pass the phone interview then you're done, there's no other way to say it. You can't win the job from a phone interview but you can certainly lose it, and the opportunity to get the dream sales job you've been looking for. Candidates throughout the country don't prepare enough for the phone interview because they treat it as "just a phone interview" and it hinders them from moving forward in the interview process. When a manager passes on

someone after the phone screen it's usually because they're not prepared or weren't worth the manager to bring in for an in-person interview. Remember you must be prepared even for the phone interview. Your ultimate goal during the phone interview is to close the manager over the phone for an in-person interview.

4. Move around while you're on the phone talking to the MGR

– This helps your voice get stronger over the phone and it also helps give you confidence over the phone. I do it a lot while I'm screening candidates everyday and prepping them for interviews and I believe it helps the candidate as well while they're on the phone, it also gets your blood flowing and you can think quicker while you're moving around and talking and the interview will be flowing more while you're moving around.

5. Wear Professional Attire



We used to have an old saying when the newest basketball shoes came out I was playing division 1 college basketball, "If I look good I'm going to play good". The same principle applies to the interview process for hardcore medical device sales jobs, if you look the part, you'll give yourself a better chance of winning the part, even if it is over the phone. If you're ready to go and

dressed in a suit or professional attire, your mentality will be more professional over the phone as opposed to someone wearing a t-shirt and sweatpants that might come across as laid-back or casual, and there's nothing casual about being a sales rep in the world of hardcore medical device sales.

6. Have your resume/brag book with you



It's important that you're prepared to go over your resume from start to finish, even during a phone screen, and if you can talk about your awards to the person screening you that will help too; and it's important to remember not to forget your resume for a phone screen.

7. Make sure you're in a quiet place

You want to make sure you're not going to be distracted for a phone interview. If you can be in a place where it's quiet and you can lock the door so no one will bother you then you'll think more clear during the phone interview as opposed to having distractions or outside noise.

8. No long-winded answers

Most phone interviews last between 30 and 40 minutes. That's not enough time to give your life story to the hiring manager. It's Important to give short, crisp, and concise answers over the phone because the manager or representative from the employer screening you might have a set list of questions they want to go over with you.

9. ALWAYS BE CLOSING!

Remember to close the manager as hard as you can to get to next step of the interview process (usually a face-to-face interview). After the initial conversation ends, close the manager by asking him/her over the phone "After interviewing me today over the phone, what would your concerns be about moving me forward to the next step of the interview process?" If there is pushback from the managers end, ask the manager about it, then close the manager again and ask when you can come in for a face-to-face interview, make the person on the phone see that you're serious about WINNING your sales job and **WINNING** your sales career.

10. Thank you

Before getting off the call with the interviewer it's important to ask for their email address and send them a follow-up "thank-you-email". In the thank you email, be sure to thank them for their time and remember to close them again on why they should bring you in for a face to face interview.

It's important to remember as candidates you have one goal – to WIN the phone interview and go into a face-to-face interview.

Action Items – The Phone Interview

1. Are you mentally preparing yourself for the phone interview and to start the interview process with an employer in the medical device arena? It's important to make sure you take the attitude as you would during a face to face interview.
2. Treat the person over the phone as the primary decision maker regardless of what their title is. It doesn't matter if the person screening you is from HR (Human Resources) or a Regional Sales Director, it's crucial to your success to make sure you treat the person over the phone with respect, show professionalism, come prepared to go over your resume/ work history and most importantly you **CLOSE** that person for the next steps of the interview process.
3. Have you been practicing mock phone interviews with successful reps in medical device sales and inquiring about how their phone interviews went with previous employers? This is vital to your success because if you can find reps that have been through the interview process and found success, they can share knowledge with you and it will help prepare you for the process.



The Face-To-Face Interview

“Let’s face it: A date is a job interview that lasts all night. The only difference between a date and a job interview is: not many job interviews is there a chance you’ll end up naked at the end of it”

– Jerry Seinfeld

The Face-To-Face Interview – Now that you've passed the phone interview, you're moving on to the face-to-face part of the interview process. It's an exciting time for you as a professional medical device sales candidate, you're competing with other candidates and it's up to you to keep advancing in the interview process and "wow" the manager so you can WIN the job you want and springboard yourself to the sales career you want.

Meeting with a manager face-to-face is great because you get to bring your presence and your personality to the interview process and show the manager who you are in person and why they should hire you for the job. Most managers know in the first 3-5 minutes whether or not they're going to hire a candidate for a position, so it's important to have great body language, be energetic, look the part, and most importantly, come prepared to WIN. In this chapter I'll break down the tips for your face-to-face interview with sales managers, the right questions to ask them, and tips for advancing to the next round of the interview process which is the Ride-Along.

Here are some tips for WINNING the Face-To-Face Interview:

- 1. PREP YOURSELF!** – Do your research in the days leading up to the face-to-face interview. A lot of times reading over the job description simply won't cut it with a big-time medical device company and their manager will know if you're just regurgitating the job description back to them. Read the company's website thoroughly; reach out to reps via linked-in or social media for advice before you go in for your interview, look up the products, new trends in the marketplace, how the company/products have evolved, and find success stories about the company you can share with the manager. Any hiring manager will appreciate

the effort you put in as a candidate to win the job. If you're working with a recruiter that's placed candidates at the company before, ask the recruiter what previous candidates have done to win the interview and how they separated themselves from the competition.

2. Be Prepared the Night Before/Morning Of – Get a good night's sleep (At least 8 hours of sleep) the night before your interview so you can be refreshed, laser focused, and full of energy when you meet with the hiring manager. It's important you eat a good breakfast the morning of the interview too. Having the right food in your body like healthy protein will help you have more stamina for a long interview, if you're a coffee drinker do not drink too much, have the right amount so you're not sounding hyper to a manager.

3. Do not Bail on the Interview or be a “No-Show” – This is one of the cardinal sins in the interview process and if it happens, it happens during the first face-to-face interview. Believe it or not, there are some sales candidates out there that will decide the job interview we put them into or connect them with isn't for them and medical device sales isn't for them, and that's okay. But, if you're a sales candidate and you decide to not show up to the interview the morning of or the night before, it will almost certainly eliminate you from the interview process before it even begins. Quick Story - In early 2015 we were recruiting for a fortune 500 medical device company that had a very well known reputation and the manager wanted to interview the group of candidates we had submitted to him later in the work week. The manager and our recruiting team made it clear to the candidates that the manager was flying in from another part of the country so they all had to

be ready to interview, and if they couldn't make the interviews to let us know right away so we could notify the hiring manager. One of the candidates we were dealing with was an on-call rep from another well-known medical device company and we said to the candidate from the beginning "If you can't make the interview that's 3 days from now, please let us know immediately and we will remove you from the interview process". The Candidate responded to our email quickly, "I'll be there and be ready to go". We prepped the candidate and supplied all the information of where to meet the manager and 15 minutes before the candidates interview was supposed to take place, we received a text message saying he couldn't make the interview. When we told the manager what had happened the manager asked for the candidates name so he could write it down. The manager then told me he would never interview that candidate again, no matter how desperate he got for great reps on his team. Unfortunately for the candidate, word of mouth traveled fast about the lack of communication skills that was displayed, and clients were hesitant to give the candidate an interview. The point of the story is that the hardcore medical sales industry is a small world, managers and decision maker's talk, and word travels fast about how you communicate, especially during the interview process. If you can't make it to an interview, always take the professional approach and contact the recruiter you're working with and the hiring manager if you can, and give them enough of a notice (not the day of or night before) saying you cannot make the interview. Remember, during the interview process, the smallest factors make the biggest difference between you winning and losing your job.

4. Make your social media pages PRIVATE! – This is a bigger deal than people think. The last thing you want is to start an interview and have a manager search for you on the internet or type your name into Google and find an image or something disturbing enough to stop the interview process. When candidates are interviewing, I always recommend keeping it private or deactivating it for the interview process so you can be extremely focused on winning the job, remember you're representing your last name and if you are fortunate enough to win the job, you'll be representing the employer in everything you do so keeping your social media pages private is a part of showing professionalism.

5. BE EARLY, NOT ON TIME!



When I was an athlete we had a saying and I lived by this for 4 years, "If you're early you're on time, if you're on time then you're late, and if you're late, YOU'RE IN TROUBLE." The same rule applies to the face to face interview. If you're late to the first in-person interview and the manager is waiting there, chances are their mind is already made up, so it's extremely important that you show up at least 20-30 minutes early so the manager knows you're serious

and you're ready to win your job. Not all managers are cut and dry but assume they are and show up early, remember it will separate you from the competition. Especially if you're in a bigger city and have to account for things like freeway traffic or taking another method of transportation like a subway or train.

6. Look the Part – You must be buttoned up, clean, and polished.

More importantly look the part of someone successful. I always recommend male candidates wear a blue/black suit or for women candidates a black or blue pant-suit or dress, because blue and black are power colors and those colors show that you mean business and you're ready to win. If you look at any big-time sales meeting, the C-level executives and board members are always in a blue or black suit because they mean business. It's important you mean business and look the part the minute you get out of your car and step into the organizations interview room.

7. Own The Room with Confidence



This is important for any candidate interviewing in any sales industry. When you're walking into someone else's arena for the first time, you want to display that you have the confidence and have what it takes to win the job. Before you sit down and meet

the manager face to face for your interview, you're going to be walking in and sitting down and waiting somewhere. But when you're walking in, It all starts with your body language, facial expressions, and how you enter the interview room. People can sense when someone is either full of confidence and mentally prepared, or lacking confidence and unsure of their ability as a candidate. If you've ever seen the hit television comedy Friends, there's a great episode in season 7 when Susan Sarandon guest stars and coaches one of the main characters Joey Tribiani on how to "Own the room", and display the confidence needed to let the audience know that his character he's portraying should be taken seriously. She tells him "As soon as you walk into the room, you have to display the right body language, posture, and look". This can be applied to the interview process. If you walk in and display the right amount of confidence, look professional, you'll feel like \$1M, people will feed off your energy, and the people you're greeting first like the receptionist will know that you mean business and are ready to go for your interview. Remember, like Susan Sarandon says during the show, "When you walk into the room, don't be mad at the room, own the room."

8. Use the Sales Process in Your Interview – The sales process applies to the face-to-face interview in many ways. Build a rapport with the manager the same way you would build a rapport with one of your clients. Make the environment comfortable for yourself to sound confident when you interview. Use the research you've done on the company to talk about it with the manager. Use your current job to help talk about yourself and show the manager what they're getting if they bring you on their team. From your end, try to make the interview conversational and have a nice flow to it. You can do this if you're prepared thoroughly to win the job.

9. Have a Professional Folder with Your Resume/ Brag Book –

It's important to remember that first impressions are everything, especially during the face-to-face interview. I always recommend candidates to have a nice folder (Black or brown colored leather folders are the best) with a notepad for taking notes during the interview, 3 copies of your resume and your brag-book so you're prepared to go over everything from top to bottom. I think it's important to bring 3 copies of your resume; in-case the manager throws a curve ball by having another manager in there. If you have 3 copies then each of you can have a copy of your resume to go over together.

10. Have Letters of Recommendation or Linked-In Recommendations

Having letters of recommendation to go with your resume is huge. I always recommend candidates to have at least 3-5 letters of recommendation showing how well you've done your job and what you bring to an organization. It's good to have different types of recommendations too. For example, if you can walk into an interview and have a recommendation from a co-worker, your manager you report to, and a respected client that you've done business with, then the manager is getting 3 different perspectives of recommendations which really shows 3 different perspectives of you as a candidate. Also, it's important to note Linked-In recommendations are just as strong as letters of recommendations since this is the digital age and social media plays a big role in companies hiring candidates now. There's no limit to how many recommendations you can have on your Linked-In profile so if you can get a healthy amount of them before you go on an interview, it always helps and will make you look stronger to

the hiring manager.

11. Have a Brag book

It's important to bring a brag book to the interview to show proof of the accomplishments you've put on your resume or the awards you've won from your current employer. It helps you stand out from the competition and it helps you build a rapport with the manager. It's also great marketing for yourself as a candidate and it makes you feel more confident throughout the interview process. The information should be in a nice folder or in a hard binder so it looks professional when you give it to the manager to review.

12. Have a 30-60-90 day plan Some managers might not require this on an interview but as a candidate, always assume they'll ask for one and have it ready to go in your professional folder. Wait for the manager to ask about what you'd want to accomplish in the first few months on the job and bring it out to show what your plan is. You may decide not to use it in your first interview but it's great to have in case you need to bring it out. Remember to be realistic in your 30-60-90 plan when you're preparing it, by preparing an action plan for your first 3-6 months on the job it shows the manager how serious you are about winning the position. Common 30-60-90 day goals are learning about the product/service, training, meeting your current customers and asking for referrals from them, finding existing sales opportunities and new sales opportunities, following up on leads, meeting team members that are successful, building your pipeline, and closing the opportunities in your pipeline.

13. Take Notes



This shows that you're serious and you care about the position and company you're interviewing with, managers will take you seriously if you take the interview seriously and taking notes is a big part of that. Managers will be taking mental notes on you from the minute you enter in to the minute you leave, and it makes a great impression if you can walk out of that interview with a few pages of hand-written notes to use throughout the rest of the interview process.

14. Ask a Good Amount of Questions – Asking questions is important during the face-to-face interview with the manager. It shows that you're engaged and you've done your research on the company, products/services, culture and growth. When a manager asks you during the interview "what questions do you have?", always be sure to ask as many relevant questions as you can. Don't overwhelm the manager with questions but bring a good amount that shows how serious you are about the position. Sound confident while you're asking the questions you've prepared and make sure you take notes when the hiring manager gives you answers to those questions.

15. Use Your Current Sales Position to “Springboard Yourself”

– This is extremely important during the interview process. Sales managers love hearing about how your hardcore B2B sales training or current sales position has helped you evolve and grow as a sales rep. Most smart candidates will use what they've learned from their past hardcore sales jobs and use it as a way to springboard themselves to the next step of the interview process with the employer they're interviewing with. For example, à “I learned how to prospect from my fortune 100 B2B company and having that type of sales training will help carry over into the next step of my career when it comes to prospecting for new business, using the sales process, building a rapport with clients, and more importantly generating revenue for our team.” You're showing the sales manager how your sales training will carry over for your next step by providing a clear example of what you learned in your previous position and how you can apply it to the next step of your sales career.

16. Sound Confident when Talking About Yourself, not cocky –

Do you remember seeing Star Wars Episode IV: A New Hope? In that movie there's a scene when Luke Skywalker and Han Solo are shooting imperial tie fighters from Han Solo's ship, the Millennium Falcon. Luke quickly destroys a few enemy fighter ships out of the sky, gets overly excited and keeps saying “I got him! I got him!” Solo sternly replies, “Great Kid! Don't get Cocky!” His message is simple, if you're cocky while you're fighting then you'll lose the battle and we'll be gone. Interviews can be like that scene from Star Wars, they are exciting and fun, especially when it's your turn to talk about yourself. However, It's important you do not sound arrogant, especially to a manager that's the decision maker. The

last thing a manager wants to do is listen to someone that sounds arrogant or overly confident in an interview. Sound confident in who you are, what you've done, and what you're bringing to the organization that's interviewing you. Do not blame your current organization for you looking for a new sales career. Managers will hesitate to hire someone if a candidate starts playing the blame game and blames territory growth, issues with the manager or company, or basic opinions of your job. Internalize when you're on the interview process and talk about why you've decided to start a new career search. Remember, selling yourself is the hardest thing to sell and the right amount of confidence (Not cockiness) you have in yourself, the more appealing you're going to come off to the hiring manager.

17. Make the Interview Conversational – Have you ever been on a first date with someone for a meal or coffee and the conversation with the other person just flows naturally? It's a great feeling, right? There's no nervous energy in the room, it calms your mind down and you're not afraid to open up to the person that's across from you on the date. The date becomes conversational and both people on the date can let their guard down and feel comfortable. The same principle can be applied to the Interview process. As a professional sales candidate, if you can make the interview with the manager conversational and free-flowing, it will give you a better chance of winning the job you're interviewing for. You can do this by using what I call the "Interview Garden Theory" which means you have to dig deep to find a common ground with the manager, ask some good questions, and get the manager to open up to you. Also, when the interview becomes conversational, that's your chance to close the manager the first time (remember you might have to close more than once on an interview) and ask for

the next steps of the interview process.

18. Find Your Motivation to Share with the Manager – Remember every candidate brings something unique to the table when they're interviewing for a job. If a manager asks you what motivates you to get the job tell them the factors that come into play for you, but don't sound basic. Don't say the basic things like money, success, and lifestyle, a manager hears that all the time and they want to hear something unique or outside the box. A unique example would be "My motivation for getting into medical device sales has been there since day one of breaking into the sales industry. I love to help people daily and make a difference and this is the only industry that offers that every day. The devices you sell to hospitals and doctors impact patients lives everyday and that's something that has always been important to me throughout my sales career."

19. Have that "IT FACTOR" – I tell candidates that are prepping for interviews the "IT factor" stands for Intelligence/Intellect, and Tenacity. People wonder who has the "IT factor" and the truth is EVERYONE has the "IT factor"; the candidates that recognize this are the ones that pull it from the inside of them and use it during the interview process and win their sales jobs (think 80/20 rule). It's inside of every candidate and they have the potential to bring it out of them to impress a hiring manager during the interview process, but it's up to you as the candidate to recognize that you have what it takes to WIN the job; you have to apply it in the interview process.

20. ALWAYS BE CLOSING! – This is the most important part of your face-to-face interview. You've been in there for a while meeting with the manager and checked all the boxes and this is the most important box to check for this stage of the interview process. Remember, candidates that do not close the manager usually do not move forward during the interview process, it's something managers always look for even if you just had the greatest interview of your life, the manager will still be looking for you to close him/her and ask for the next steps of the interview process. Even if the manager won't hire you on the spot, sound confident in your ability to close and ask to move forward to the next step of the interview process. When the manager thanks you for your time and asks if you have anymore questions; that's the best time to close them on the spot.

Example close: "I want you to know, I'm extremely interested in joining your sales team and working for your organization. Everything we went over today aligns with my career goals and strengths as a candidate and I see myself being a top-performing sales rep for your organization. What hesitations do you have with me as a candidate moving forward in the interview process?"

It's important to note that managers might not show emotion or enthusiasm when you're closing them, don't let that throw you off, they're simply testing your will. Think about the "Batman Begins" movie we talked about in chapter one, when Ras'Al-Ghul is training Bruce Wayne to become batman, he constantly tells him "Your will is everything!" The same principle applies to the interview process, your will to close and be great is everything to move forward along with your preparation, and managers will feed off your will along with your attitude/energy/effort if you're serious about moving forward. Stick to your game-plan and keep closing

them, show them that you're serious about moving forward in the interview process.

21. Thank You Email

Before you leave the interview, ask for the manager's business card. Send them a thank you email on **the same day** detailing your interview with the manager. The email should give a recap and end with a closing statement to the manager re-iterating that you're serious about the job. The Thank you email should look something like this- *"As I mentioned in our interview today, I believe my strengths, experience, and determination make me a great candidate to join and make an impact on your organization. Thank you for your time today and I look forward to the next steps of the interview process."* Once a manager sees a thank you email then they'll either tell a recruiter or tell the candidate directly if the candidate is moving forward in the process.

Action Items – The Face-To-Face Interview

1. Are you preparing yourself properly to meet, interview, engage with, and CLOSE the hiring manager and the employer that's going to be interviewing you for the next steps of the interview process? Remember as a candidate, preparation is everything and managers/employers sense when a candidate is prepared or unprepared for their interview.

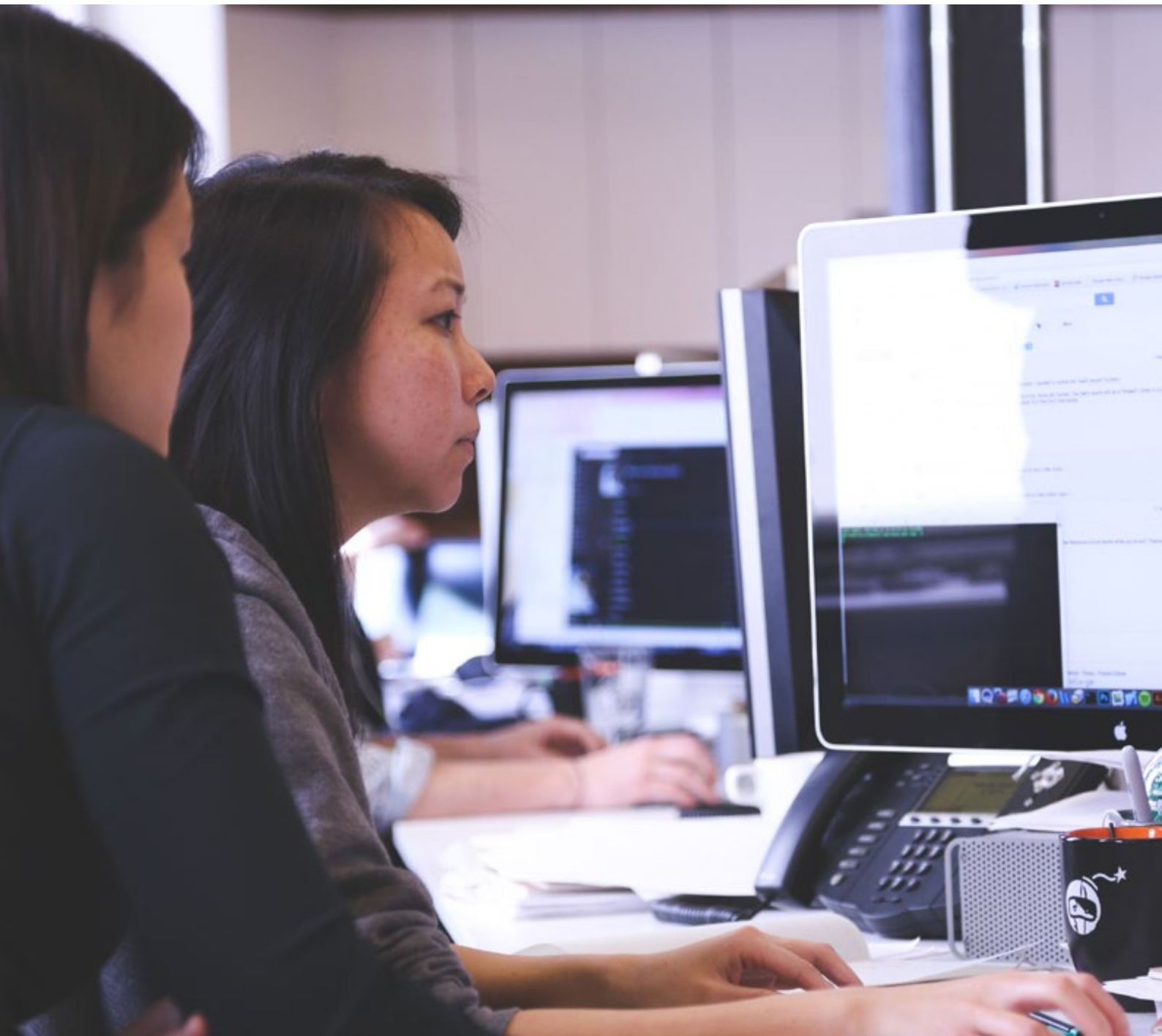
2. Have you done your research on the company, products/ services you'll be selling, the hiring manager you're meeting with, and do you feel confident enough in your ability as a sales candidate when you meet with the employer/manager to tailor your answers so you're giving yourself the best chance to WIN the interview you're on?

3. Are you prepared to close the hiring manager multiple times and show them why you're the best decision for the organization and the position you're interviewing for? Managers will be waiting for you as the candidate to close them for the next step of the interview process.

The Field Ride/Day In the Life of a Medical Device Sales Rep

"It's not about the destination; it's about the journey to
get there."

– Victoria Orsingher



The Ride-Along/Field Ride – Usually after a face to face interview with the manager, you're going to do a field ride with one of the reps, it typically lasts all day or at least half a day. A field ride gives potential candidates a “day in the life” of what the job will be like. Even though a manager won't physically be there, they'll have eyes/ears everywhere and they'll tell the reps you're riding with to give them a full report of how the day went. It's important to treat the field ride as you would an interview with the manager because on the field ride, the rep you're shadowing becomes the decision maker. It's important to be just as energetic and engaged with the rep as you would with the manager. In this chapter I'll break down the tips for winning your ride-along/ field ride with the rep you're shadowing and advancing to the next round of the interview process which is the final Interview. Here are some tips below to helping you WIN the field ride part of the interview process.

1. Arrive early for your meeting with the rep

Treat the rep like you would treat the hiring manager. The rep you're shadowing will be the decision maker for the day and you want to make sure you're ready to go from the minute you meet until the minute the field ride ends. This means being early, NOT on time, it's important to remember the rep that you're shadowing is going to be taking mental notes and will be reporting everything back to the manager that happens during the field ride. Arriving early will show the rep that you're serious when it comes to winning the job and it will set the tone for you to have a great field ride and ultimately close the rep/decision maker for the next steps.

2. Build a rapport with the rep

If you can build a rapport with the rep then it will make the field ride smoother and more engaging for you as the candidate. Ask the rep what the agenda will be during the field ride and what expectations should be. Some reps will explain it but some will also be waiting for you to engage them and ask them what the game-plan is for the field day. Let your personality come out after you meet the rep and build a rapport with him/her. Share your story with the rep and explain why you're trying to join the organization and what your long-term goals are for your sales career. Listen to the rep when you're getting advice on how to do the job effectively and how the rep has progressed with the organization and what tips he/she has for you on how to be successful at the job so you can become part of that top 10-20% of the sales-force.

3. Turn Your Cell Phone Off

This is important, the phone needs to be off, not silent but completely shut off. Part of engaging with the sales rep you're shadowing in the field is having 110% attention to detail and it's important to remember there are going to be eyes/ears everywhere that day when you're in the field and texting/calling someone while you're on a field ride is a cardinal sin in the managers eyes. It's also good etiquette to turn your phone off during the field ride, a rep could take it as a sign of disrespect if they see you texting/calling the majority of the time during the field ride. Of course If you need to check on something for work or a personal/family situation, then simply ask the rep if you can excuse yourself to check for emergencies with work, etc.

4. Challenge the rep in a professional manner

Part of challenging the rep you're shadowing is doing things like asking sophisticated questions about the company, products, and the job duties itself. Step outside your comfort zone and make sure you're doing your part during the field-ride. If you can get the rep to see that you're more than just a sales candidate and you have an agenda because this is the job that you want, then they'll be more inclined to open up to you and give you their endorsement to the manager as a solid candidate for their team.

5. Volunteer to sell the products on the Field Ride

If the rep you're shadowing lets you sell to one of the call points during the field ride, or even lets you ask questions to one of the call points, you should definitely do it. Do not be afraid to roll up your sleeves, get your hands dirty and sell, it's all part of the process, and remember if you honor the interview process it will give you a better chance to win the job. It also gives you an opportunity to show the rep your selling skills and it gives you practice so if you get the job, you'll have an idea of how the medical devices/services are sold and what techniques to use. Remember the managers will have eyes/ears everywhere and if you pass on the opportunity to try and sell during the field ride, the manager will almost certainly find out about it and it could put a negative image of you in their head.

6. Don't get too comfortable

Even though you'll be out of the office all day on a field ride, this is still an interview. It's important to not let your guard down and stick to the professional script of interviewing. Mostly everything you talk about with the rep during the field ride should be related to the company, products, job, etc. Be careful if the interview

becomes conversational too. Sometimes managers/ reps will turn an interview into a conversational interview and they'll wait for you as a candidate to slip up and say something that might turn them off. It's important to keep the interview professional because it will make you look good as a candidate and it will give you a better chance of winning the job.

7. Close the rep for next steps Remember at this point in the interview process you've met with the hiring manager, shadowed a territory rep in the field, and experienced a "day in the life" of the job you're hoping to WIN. In order to advance to the next step of the interview process (usually the final interview); you need to close the sales rep the same way you'd close the hiring manager from your prior interview. Make sure to ask the rep for a business card if they have one so you can send the rep a thank you email. Also, it's important to note that you should get a recommendation from the rep so you can use that in your thank you email to the manager and the rep.

8. Send a Thank You Email – There's two different ways you can construct the thank you email for this part of the interview process. Some reps do one email and copy the rep and the manager on it, others do 2 separate emails. There's no perfect way to do it, and ultimately you want to do what makes you feel comfortable, but the important thing is that the email goes out to both decision makers – the hiring manager and the rep you shadowed in the field. Apply the same principles you used in your closing email to the manager but make sure to email both parties involved. Remember to close the rep and the manager again in the email. Reiterate that this is the job for you and your day in the field with the rep validated that more. Here's an example closing email to

the rep/manager – *“Hi Steve and Derek – Derek thank you for having me in the field today and for making time to fit me in your schedule. It was a great learning experience watching you sell the devices to the doctors and seeing you in action during our time together. Steve I want to thank you for having me shadow your top rep Derek in the field today. It was a pleasure meeting him, learning about his journey as a medical device sales rep, and visiting clients with him. After shadowing Derek in the field and seeing a day in the life of one of your sales reps, I realize this is the sales position I want and this is the organization I want to join. I want to thank you both again for having me and I look forward to the next steps of the interview process. I hope you both have a great rest of your week.”*

Action Items – Field Ride

1. Are you prepared to see a “day in the life” and what the job entails that you’re interviewing for?
2. Did you learn a lot from seeing how much activity the rep is doing everyday out in the field and what it takes to be successful as a medical device sales rep?
3. Have you done your research on the sales rep you’re shadowing and have you prepared questions for that rep? Getting to know the rep’s story/journey and building a rapport with the rep is vital to moving forward in the interview process. Candidates must get the reps approval to move forward to the next step of the interview process.

The Final Interview

“Be the BEST version of you.”
– Anonymous



The Final Interview – The final step of the interview process is usually meeting with a regional sales director or VP of sales, companies will determine who you need to meet with during a final interview. Everything you've done up to this point will need to be reviewed again and buttoned up a little bit more so you're ready to win your job and more importantly, win your sales career.

The big thing to keep in mind during this part of the interview process is to not get content and remember to always keep your foot on the gas. Michael Jordan, the greatest basketball player of all time has an awesome quote about winning. *"I play to win, whether it's during practice or a real game. And I will not let anything get in the way of me and my competitive enthusiasm to WIN."* As sales candidates, you can apply this same way of thinking to the final interview. You are in there for a reason and the job is yours to win, and at this point nothing can get in your way of winning the job except for yourself.

But it's important to note that before you have your final interview, find new ways to brush up on company information, questions you've asked the manager and ways to close, so ultimately you can walk out of there with a verbal job offer from the decision maker. Here are some tips below for WINNING the final interview.

1. Build a Rapport with the VP It's important to build a rapport with the highest executive you'll be interviewing with. You want to make sure you do this first before jumping right into your questions you have for him/her. Assume the VP or regional sales director doesn't know anything about you and will be judging you

based off their first impression of you as a professional candidate. It's important to maintain the same hunger/attitude that's gotten you to this point of the interview process with the highest person on the sales team. Chances are they'll be asking you how the interview process has been going and usually that's when you can share what the managers, reps and other people involved have told you up to this point of the interview process.

2. Wear a Power Suit



I think it's important to bring this tip back to the final interview because you want the VP of sales to know that your primary objective is to walk out of that interview room with the verbal offer and wearing a power suit will only help your cause. As I stated earlier most decision makers or board member wear hard-hitting power suits in a board meeting. If you take that mentality and apply it to the interview with the VP of sales, then it will give you more confidence going in and a better chance to win the job.

3. Stick to Your Game-plan – You've come to the finish line of the interview process, don't make things complicated. Stick to what you got you here to this point – the preparation, the experience required to be considered for the job, and you showing them why you're the best fit for the position. Continue to review your prep work and make sure it's buttoned up and fine-tuned to meet with VP of sales then go win the job.

4. Tailor Your Interviewing Questions – Don't ask the same questions you did to your potential manager or the rep you shadowed in the field ride. Remember you're going to be dealing with a VP of sales or Regional Sales Director so make them more sophisticated and structured for a higher level audience. Center them around topics like long-term growth or long-term direction of the company or the division you're interviewing with. A regional sales director or VP of sales will be waiting for you to ask them well thought-out questions and what type of effort you put into your preparation to meet with them.

5. Be Prepared for a Mock Sales Presentation – As you get deeper into the interview process for a medical device sales job, managers and employers will challenge you to think outside the box and show them why you're the best choice possible for the job. Usually most medical device employers will put their potential candidates through some type of a Mock sales presentation to see what your selling skills are like and to see how prepared you are, the setting could go a few different ways. I've seen it be something simple like selling the managers your phone or selling them the bottle of water they hand you. Or the setting could be equivalent to a hospital and they'll be acting like doctors and you'll be responsible for pitching/educating/selling/closing the

product. It's important that you do your research on the products and know what the functionalities are of the products/devices you'll be pitching during the final interview. Sometimes I've seen managers have a panel that includes multiple managers and a rep that might be your future co-worker that you'll be selling the devices to. Make the presentation interactive and engaging to the panel of interviewers. Treat it like you would treat a sales call that you've gone on for your current position. Make sure the content is great when you present and your timing is great too, managers will respect a candidate that has a polished presentation. Remember the more prepared you are for this part of the final interview, the better of a chance you'll give yourself to ultimately WIN the medical sales job.

6.CLOSE THE VP & ASK FOR THE JOB



This is the last real test you'll have in the interview process. After you've gone over everything with the VP of sales, the last thing to do is close him/her and ask for the job. Everything you've done up to this point will be tested when you meet with and eventually close the VP of sales. It's important to note that as a candidate, you should close the VP of sales the same way you would close

the hiring manager and the rep you met with for the field ride, with the same professionalism and closing ability you've shown throughout the steps of the interview process. Be sure to bring up everything you've accomplished throughout your sales career up to this point and make sure they know how serious you are about joining their organization and what you can bring to their team. After you've closed the VP of sales, send a follow up thank you email thanking them for their time, close them again in the thank-you email and ask for the job.

Action Items – The Final Interview/Interview Process Recap

1. How Prepared are you for sales interviews? Compare your preparation with a friends preparation and see how you can help each other going forward.
2. Are you doing the little things to honor the interview process, win your sales job and ultimately win the sales career you want?
3. Do you feel that you are "wow-ing" the decision makers or managers you're interviewing with during the interview process? If not, how can you improve?
4. Are you ready to face key decision makers during the interview process and show them what you bring to an organization and make sure they know they're getting the best candidate possible for the job?

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