

Get Hired Today! The Sales Professional's Guide to the Medical Device Industry

Homework – week 5

Review Interview Tips and Questions

Like all good sales professionals, the key to making successful presentations is practice. The best way to come across naturally and confidently is to practice, practice, and practice.

As this point, you should have a good idea on how to answer all of the potential questions that an interviewer may ask you, and how to answer them.

Working out the kinks beforehand is a great way to guarantee success during the interview.

Exercise 1 –

Review interview tips and prepare for an upcoming interview – Make your list, and check it twice. (Pick a company you would like to work for and prepare for an actual interview)

Exercise 2 –

Reread the 50(+10) of the Toughest Interview Questions, and Best Answers handout. Pick the top five questions that you **do not** feel comfortable answering. Develop answers that work best for you, and practice them with a partner. (A classmate works great)

Exercise 3 –

Use the sample provided to create a Job Search Marketing Plan to use while networking. This will help you stay focused and on target while connecting with key networking partners.

Exercise 4 –

Develop a list of three topics related to being hired in the medical device industry that you would like to discuss at your private coaching session. ([Set up your private coaching session here](#))

Examples include,

- Types of sales jobs
- Company or products
- Job search marketing plan
- Weekly or monthly job search plan
- Follow-up questions from class
- Backup plan
- Using social media
- Other related questions

Job Search Marketing Plan

Name
 Address
 Phone
 Email

Job Objective: Sales Trainer

Preferred functions: Facilitating Training Classes Executive Coaching
 Training Design Training Analysis

Position Statement: I am a sales trainer with extensive expertise in helping sales professionals become better-trusted advisors, presenters, and speakers. My experience includes training wholesalers in the financial industry for a Fortune 100 company as well as training medical professionals for a small entrepreneurial business.

Primary Skills:

Developing People	Communications	Planning	Managing Data
Training	Facilitating	Designing	Assessing Quality
Coaching	Public Speaking	Developing Policy	Gathering Data
Teaching	Relating to Customer	Conceptualizing	Analyzing Data
Motivations	Presenting Ideas	Surveying	Setting Standards

Target Market with Sample Target Companies

- Geographic area: 30 mile radius of zip code 06095 (Windsor, CT)
- Types of industries: (Training wholesalers for) Pet Products, Pond Gardening/Aquariums, Financials, Medical
- Size of organization: Any size

Pet Products/Services including	Financial	Medical
Aquariums, Pond Gardening, Indoor Gardening River Wonders LTD Doba Summit Pet Products MGP Aquarium Network	ING Travelers The Hartford Phoenix Aetna Cigna US Healthcare	Smiths Medical Spine Wave Rd Medical Manufacturing Inc Covidien Surgical Devices Cooper Surgical Connecticut Hypodermic Inc. Soma Technology Inc.