Interviewing 101 for Sales

By Calvin Patterson- message me on Linkedin for tips

To help me improve please provide feedback Here

Quick interview of my tips

Standing out in your job search w/ Calvin Patterson IV

Join a community of 10k+ sales and marketing people:

Career Coaching

John Barrows On Demand

Top Websites
Finding the Hiring manager or Alumni at the company on Linkedin
Tools to optimize outreach(email finder, email opens, video tools)
Websites for Recent Grads
Questions to ask

Tips

- Use Hubspot Free or Notion to create a free pipeline of companies and move them in the process
- why their company, what they are doing that excites you, and how your background can help them.
- Use video tools in emails to stand out from other candidates.. Check out the tools below
- Find top companies you want to go after 10-20 with job postings and others that don't. you never know if they have openings that aren't posted I've interviewed with plenty of companies with no roles posted
- Scroll to the end to see more gem tips

https://www.saleshacker.com/job-scorecard-template/

https://idhire.me/- learn tips on finding a job from leading sales and marketing people

COVID
levels still-hiring
freedom is everything fastest growing remote
Companies Still Hiring US by Leadsift

Jobscan.co companies-hiring
Startups Hiring COVID
candor.co/hiring-freezes
https://parachutelist.com/- add yourself to list of layoffs
Startups Hiring Remote
Drafted Referral

Follow these Recruiters on Linkedin or connect with them:
Christine Rogers
Amy Volas
Tabitha Cavanagh
Austin Belcak

Your network is key sign up for
Bravado
Lunchclub

Free Training to add to your Linkedin and Resume

SDR Revolution
Hubspot Academy
Sales Hacker SDR Course
Skillshare
Linkedin Learning
Drift Certifications
Aspireship

The Linkedin Basics
-Professional Headshot
-Update your background photo https://unsplash.com/
-Edit your custom url using this link
-Write out a description for your headline don't use your job title
-Take free online certifications to add to your profile
Alison
Coursera
Hubspot Trainings
Drift Trainings
-Add Skills to your profile that would be important to your future or current role
-Ask for testimonials to give you credibility

Scan Job posting for similarities on resume and Linkedin
Jobscan
Crystal Knows- find job fit based on your personality and job description

https://huntr.co/

https://www.vouris.com/blog/get-a-job-as-an-sdr

https://www.linkedin.com/pulse/stop-quitting-your-job-wrong-reasons-rafael-sarandeses/
https://yscouts.com/executive/should-i-stay-or-should-i-go/
https://www.drift.com/blog/sales-resume/

Career Choice guidance
https://www.therevenueplaybook.com/blog/career

https://www.saleshacker.com/job-scorecard-template/

Reasons to leave: Are you getting paid fairly, are you having fun, are you learning?

Treat the interview like a prospect utilize email LinkedIn, email and Vidyard to reach out to the hiring manager
3 things

1. Product - can you see yourself selling the solution and who they sell into HR, Marketing, etc
2. The growth of the company- are they growing and will that create an opportunity for you to move up as well as if they are growing their product is selling
3. Leadership/Culture- can you see yourself learning and growing under the management team

PEOPLE, PRODUCT, PROCESS, PAY

Will they be a market leader?
Speak with past employees, current employees, investors and employees of competitors

Websites

https://blog.hubspot.com/sales/the-best-sites-to-search-for-sales-jobs

Hired- upload your resume and update your profile and let the companies come to you
underdog.io- upload resume and companies reach out to you
TitanHouse-
TalentPair- upload a resume and pick preferences and companies are paired with you

Fetcher- sign up and companies will reach out to you
Ntroduced- Boston jobs in sales and Tech
Angelist- startup companies
Rainmakers- for top 10% of salespeople
Planted
thejobnetwork
salesandstartups.com
Fetchr- companies reach out to you directly
Candidat e Labs
BuiltIn
Remote Sales Jobs 2020
Glassdoor
Stella.ai
Indeed
ZipRecruiter
https://www.huntclub.com/
HiredHippo

https://careers.firstround.com/welcome/firstround
https://jobs.primary.vc/
https://jobs.gtmfund.com/
https://firstmarkcap.com/careers/

Recent Grads
Handshake
Wayup
Ripple Match
Hire Scholars
https://www.parkerdewey.com/career-launchers

Sales Recruiting Firms
Closeriq-
The Lions
Betts Recruiting-
Russel Tobin
Michael Page
Captivate Talent-
The Millard Group

Training Groups
Vendition

SV Academy
Uvaro
Prehired
Always Hired

Pay Info
Paysa
Repvue- insights on commission for sales roles

Utilize Tools

Salesreach create custom landing pages for interviewing
Transcribe up to 600 minutes of zoom a month for free
Record your zoom calls

Email tools
Boomerang- bump emails back up and remind you to follow-up
Mixmax-100 per month email tracking, meeting scheduling, GIFs, undo send
Hubspot CRM- 100 emails tracked, create pipeline
Streak CRM- free email tracking for up to 200 emails a month
Lavendar

Research
Crunchbase
Owler
Craft-find out info about companies
G2 Crowd- competitors

Organization and Extras
Huntr- save jobs and create a pipeline
Grammarly- to check grammar and spelling
Thnks-send gifts
Fireflies- record your calls!

Video
Dubb- integrates into Linkedin smoothly, has CTA meeting link and upload video all on free plan
Vidyard- easily send videos through email
Drift Video- send videos and works within Linkedin
Loom- send videos

Email Search
Hunter.io- get email addresses 50/month for free

Voilanorbert- get email addresses
Clearbit- 100/month for free
Apollo.io- get 25 emails free per month with work email
Seamless.ai- to get email and phone numbers from LinkedIn need a work email

Interview Questions to ask

Shoutout to Scott Leese for these amazing tips

Don't be fooled and leave for:

- a brand

- a recruiter

- for something easier

- for security

Do recognize opportunity and

- leave for a big raise

- leave for a leader/boss

- leave for a cause/passion

- leave for health

Whats in it for me?

- Comp should be meaningfully higher

- Is this a step up? down? lateral?

- What doors can this open for me?

- Will this make me more marketable?

- Am I closer to advancement here or there?

- Does this move me closer to my long term goals?

Know WHY you are leaving

- Are you giving up?

- Have you accomplished all there is there?

- Have you exhausted all your internal resources?

- Would you stay if you were the #1 producer?

Check with your mentor for help. This could be:

- a family member

- a former coach or teacher

- a leader at another org

- any member of your current leadership team

Don't succumb to peer pressure.

- Negative influences will always try to bring you with them

- Ignore naysayers and those who don't really know you

- You control you and your decision process

Don't linger.

- Leave when you are no longer committed

- Don't waste precious time going through the motions

- Don't be negative or cancerous on your way out

- Communicate early with your mgr

- Do not burn the bridge

https://www.thecut.com/article/questions-to-ask-in-a-job-interview.html

https://podcasts.apple.com/us/podcast/surf-and-sales-s1e2-interviewing-skills-for-everyone/id1490003203?i=1000458456488

-Base + OTE

- 'What percent of this team hit their quota last year?'
- 'What is that number trending towards this year?'
- 'What are the top 3 initiatives in place to improve that?'
- 'Can you share with me your performance or attainment dashboard from your CRM?'

- 'How many additional reps are being hired this year?'
- 'How many additional reps do you believe the business can support over the next 12 months?'
- Can you share a template of the incentive comp plan?'
- Will there be changes to this plan over the next 12 months?'
- Why?'
- Can I speak with the (ramped) rep that was right in the middle of the pack, performance wise?'
- how many reps are hitting targets and how many hit quota last year
- Average sale cycle and deal size
- How much of my own pipeline am I responsible for (inbound vs outbound)
- Churn rate
- what sales enablement content do you provide
- what's the typical career progression to the next role
- how would you describe the culture
- why should I want to work here
- What brought you to the company and has kept you here
- what attracted you about my resume/ what concerns do you have
- Current tech stack: CRM, sales engagement tool, prospecting tool
- What was the last tool you bought your team when and why
- What are you looking for in a candidate for this role
- What is holding you back from making me the offer (let them answer) can I do anything to help address this
- Always close the deal and ask for a next step(next meeting or when you should hear back) what is stopping them from offering you the job now
- Why was a previous rep unsuccessful in this role and how were you able to correct their process to help them to be successful
- Can you give some specific examples of promoting within (hopefully they are still at the company)
- How do you support professional development (books, conferences, trainings)
- Can you walk me through the training and onboarding for this position
- What outside the job description does it take to succeed here
- How did this position become available? (rep leave, get fired, promoted or company is just growing)
- What is the achievement between top and average reps
- What strengths do you see that I can bring to the company

- What's the number 1 thing you would suggest for someone to be successful when starting in this role
- How have people that have worked for you fulfilled what they loved to do? Also - what are examples of salespeople that have been successful and why. Also what was your relationship with a person that was maybe struggling? What did that look like?
- Tell me about your favorite boss. Why did you like them? How did they challenge you? Gives insight into what they value
- How many reps have you promoted internally in the last year?
- How many reps did you let go in the last year? How many managers?
- What's the average tenure of reps at your company? And for managers?

"If I asked the last 3 reps who left voluntarily about the org, what would they say?"

"I'm joining a division that has X # of reps, how many of them hit their number in 2020?"

"What are the top three reasons you lost deals in 2020" (look for specificity)

"What is the avg % of pipeline generated by marketing vs. SDRs vs. AEs"

"Can you share with me the comp plan template for this year"

"Can you share with me the comp plan template for last year"

"What's the difference between your MCP and ICP?"

What is the tech stack used by AEs (Salesforce , Salesloft etc)

How are leads generated? % outbound vs % MQLs?

What do you expect from 1 on 1s - sample agenda (I want managers that coach.)

What is the typical sales process? How long is it?

Favorite part about company culture? One thing you'd improve about company culture

Also questions about your potential growth within the org.

Quota expectations? accelerators?

How long is typical ramp time for new reps?

Use STAR Method to answer questions
Situation
Task
Action
Result

Websites for top companies

https://www.enterprisetech30.com/#mid-stage

https://breakoutlist.com/all/

https://www.enterprisetech30.com/#early-stage

https://blog.wealthfront.com/career-launching-companies-list/#companies-list

https://www.cloudways.com/blog/best-startups-watch-out/

https://www.cbinsights.com/research/report/future-unicorn-startups-billion-dollar-companies/

https://angel.co/job-collections/52-best-startup-companies-to-watch-out-for-in-2020

https://www.forbes.com/americas-best-startup-employers/#64fc057d6527
https://breakoutlist.com/all/

https://www.builtinnyc.com/guides/best-companies-to-work-for-in-nyc

https://www.forbes.com/innovative-companies/list/

https://www.crainsnewyork.com/awards/2018-fast-50

https://saas1000.com/

https://medium.com/saas-revolution/40-incredible-nyc-saas-companies-f3f650225cca

https://www.softwaresuggest.com/blog/top-100-saas-startups-2019/

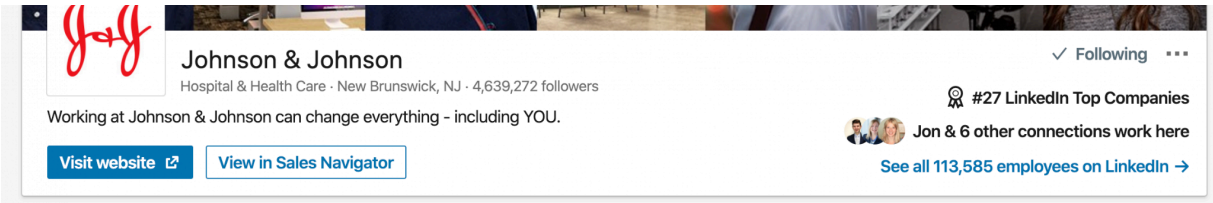
https://nycstartups.net/

https://www.businessinsider.com/57-tech-startups-vc-insiders-say-will-boom-in-2019-2019-1#hippo-high-tech-home-insurance-32

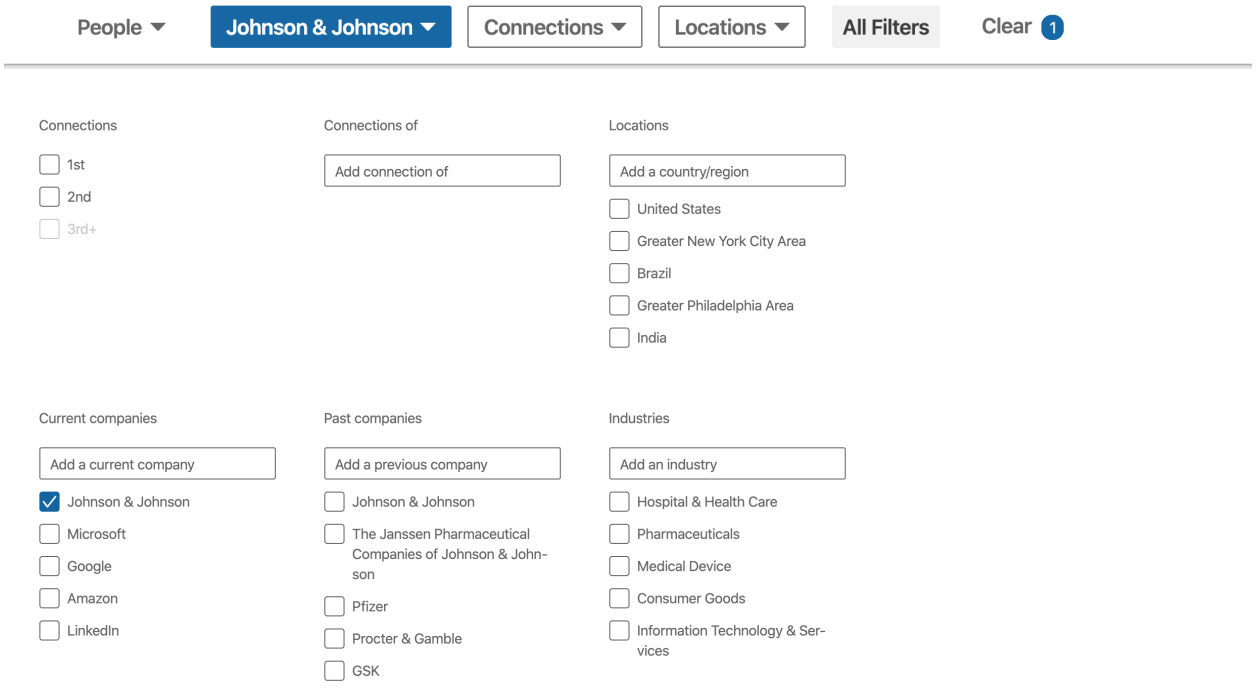
G 2 Crowd Best Software Companies 2020

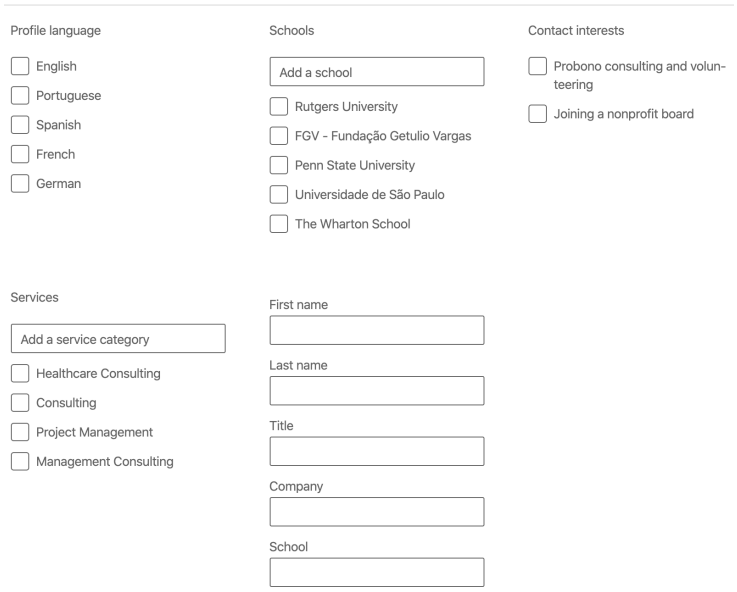
https://www.sellingpower.com/resources/2019/50-best-companies-to-sell-for

Finding Hiring manager or Alumni at the company on Linkedin



Click on the list of Employees





From These lists you can easily pick out

Tips from Austin Belcak- https://www.linkedin.com/in/abelcak/ (seriously go follow or connect with him)

Here's how you land a job referral in 30 days — even if you don't know anyone at the company

Step 1 - Make a list of 15 companies you'd be *pumped* to work for.

This process is effective, but it's not scalable. We're not blasting out apps.

We're going DEEP on these companies, so make them count.

I like to take the same approach we use when we apply to college.

You want to have a few "stretch" companies, a few middles, and a few "safeties."

A few notes here:

1. The criteria you use to select these companies is up to you.

Maybe you love their product, maybe they offer 100% remote work, etc.

This is about what YOU value!

2. If you love a company, it doesn't matter if they don't have any open roles right now.

Great companies are always hiring.

When they open a role, it will be announced internally before it's posted online. That's where you want to get in and you need to have relationships to do it.

That's it! Easy peasy.

Your Homework: Add your 15 companies to my Google doc template (link in comments).

Step 2 - Find 15 people at each company who can influence your ability to get hired.

I'm not talking about recruiters or the person next to the Easy Apply button.

I mean someone who will be in the room where the hiring decision is made.

Someone who would be your manager or peer if you got hired.

You can find them on LinkedIn, just follow these steps:

1. Search for your target job title (or a manager's title)

2. Use the company filter to select your target company

3. Use the location filter to select the area where the job is posted / you want to work

4. Browse through profiles and choose the 15 people who you believe are closest to your target role/team

5. Use Mailscoop[.]io to find their email address

6. Add their name, title, company, location, and email to a Google Sheet (template in the comments)

Ideally you'd find 150+ contacts.

Outreach is still a numbers game and you can expect a 15-20% response rate when you start. More on this in Day 4.

Your Homework: Add 15 contacts for at least 2 companies on your list (link to my template in the comments).

Step 3 - Research the hell out of the companies you're targeting:

• What are their goals for the next 6-12 months?

• What initiatives are they running to get there?

• What challenges are they facing?

• What does their culture look like?

Your goal is to have a deep understanding of the answer to each.

Here are 3 ways to research companies you're probably not using:

1. Listen to earnings calls

Every public company has to report their earnings and talk about wins/loses on a quarterly basis.

Those calls are public! You can join them, just search for "[Company Name] Investor Relations."

2. Talk to their customers

Find review sites about the company's products.

Comb through social media comments.

Reach out to real customers or prospects and talk to them!

That info is pure gold.

3. Find interviews with execs

When you get someone speaking about their product/vision for 40+ minutes you learn their language, what they emphasize, what's important.

Search for "[Name] Interview" to find them!

Your Homework: Go through the steps above for at least 2 of the companies on your list.

Step 4 - Reaching out and building relationships.

The two biggest mistakes people make with outreach are:

1. Immediately mentioning a job
2. Focusing on themselves instead of their contact

If you want more responses, you need to focus on the other person.

Your goal isn't to sell yourself in the first email, it's to get the other person on the phone.

Avoid using a "Me" mindset. Do NOT:

• Ask about a job
• Attach your resume
• Put on the hard sell

Instead, find an angle you can use make it about the other person and lead with that.

Build them up.

Tool-wise, I always recommend reaching out via email and only using LinkedIn as a backup.

Email gets better response rates.

Install an email tracker like Yesware[.]com so you can see what your contact is doing.

If you don't hear back, follow up! People are busy. My rule of thumb is every 5 days.

When you're starting out, you can expect a 15-20% response rate.

If you found 150 contacts in Step 2, this should lead to ~25 conversations with decision-makers!

That's a lot of potential referrals :)

Your Homework - Send emails to 5 contacts today, 5 tomorrow, rinse and repeat.