

2nd Interview Outline

Interview Prep – view their resume so you can better create problems, find hotspots, create a relationship, and use the impulse factors.

What type of interview is this going to be (friendly, shopper, rocket scientist, adamant, or partner)?

Intro – the BEST first impression. 12-12:20

- Lobby Talk - Jeff prepping the seconds
- Set expectations

Now - create problems, find hotspots, create a personal relationship

- Have them tell you about themselves/resume
- Business question/CPR Question Tree – ask 3-5 business questions and CPR in between
- Rank these 3 things - Work Environment/Advancement/Compensation

Short Story – why we do what we do, how we do it, and what the details are - 12:20-12:25

- two functions of the company – mgmt. development and sales/marketing
- We focus on our MGMT Dev Program – creating future community leaders
- ATTs vision – World's Largest Entertainment company - beat Disney
- Indirect/Direct marketing – the negatives of each and why we do face to face
- What we do for them in terms of numbers

Presentation – Sizzle the deal, KISS it - 12:25-12:45

New – Solve problems, blow up hotspots, KISS it

- What ATT Does for us – most important they give us leads through salesforce
 - Field Breakdown – explain LOA, reiterate why we do F2F, 3 types of adapters, example pitch
- Answer their Field questions*

- 3 things we do differently – merit based, no seniority, in house promotions
- MGMT Development Chart – Responsibilities, then timeline, then pay (answer pay questions), then housekeeping.

Close – smile/tone of voice when answering questions 12:45-12:50

- Give direct answers to their questions.
- Is there anything you want me to say to Jeff on your behalf?

Rehash – solidify the relationship, make sure they understood what was covered, set expectations 12:50

Last 5 minutes

- Indifference/CPR
- Blanca/Jeff will be making phone calls between 2-4pm, it was nice meeting you, good luck on being offered a position.