

Graduate Interview Preparation



We know interviews are tough - But they're also a great opportunity to land your dream job! We want to ensure you have the knowledge, tools and confidence to get that job! Here are some tips to help you...

How to research a company

Head to the company's website and research the below areas:

- Client testimonials
- About us
- Key people in the business
- Financial information
- Proposition/product/services
- Company values
- Blogs

Explore the company's [LinkedIn profile](#) and other [social media platforms](#)! Find out what articles and content their marketing team are posting and incorporate it into your responses. Marketing and sales go hand in hand, so considering the bigger picture is essential. Be sure to research the people you're interviewing with by looking at their backgrounds, mutual connections and shared interest. This will aid in building a rapport and breaking the ice at the interview.

Don't be afraid to [contact the company](#) directly and ask the current sales team members questions about specific products or services to get a better understanding of what you'll be selling.

Take interest in who your prospective customers might be in your new role and as part of your preparation, do some [research](#) into the industry sectors and businesses that they sell into.

How to approach an interview

When approaching job interviews, many candidates prepare for a formal discussion and questions about predictable topics.

Some of the best job interviews, are those that feel more like conversations. Approach an interview like a potential [sales meeting](#), you are applying for a sales role after all!



[Business dress](#)... you will never get bad feedback on being over dressed but being under dressed is taking a chance. This goes for virtual interviews too! Be sure to still dress business attire and to ensure there are no distractions in the background. The best way to avoid this is to blur your screen or put a professional background on.

Research their interview process online. Check out their [LinkedIn](#). Look for articles and posts. Review their activity, shared groups, interests and weave this research into the conversation.

Take an up to date copy of your CV or have it in front of you for those virtual interviews, a notepad and pen.

Take printouts and/or hand written notes of key stats and findings on the company. This will support as a prompt during the interview.

Always arrive [10 mins](#) early and plan your journey a few days ahead of time, testing it out before the actual day of the interview if necessary. When it comes to virtual interviews, remember to treat them the same way you would a face-to-face interview; you will need to know how to connect to the call. Furthermore, you can join the interview early! A virtual "lobby" is available on most video platforms.

Typical interview questions:

Why are you interested in us?

Your answer to this must be well thought out and specific to you, taking about why the reasons you say you are attracted to the company are important to you and what it would mean to you to work for them.

Why are you interested in this role?

Explain your understanding of the role in an energetic manner and highlight your transferable skills/experience.

Tell me something interesting that isn't on your CV?

What do you consider your greatest achievement or failure?

What are your strengths and weaknesses?

How do you deal with failure (missing a target, losing out on a sale)?

Why do you want a career in sales?

What personal motivations do you have outside of the workplace?

How do you deal with failure (missing a target, losing out on a sale)

What personal motivations do you have outside of the workplace?

What questions you can ask at the end of an interview

There's a process and flow that needs to be followed through here, you must start off by asking questions about the role, then find out about the interviewer, his/her team, culture of the business and complete your questions (with the exception of the close) by asking about training & career progression. Some example questions are:

What does a typical day in the role look like?

What are the challenges of this role and selling into this market?

What are the most enjoyable aspects of the role?

What separates the good from the great sales people in this job?

How well has this area performed previously from a new business or account management perspective?

What KPI's and targets will I work towards?

What can I expect from the first 12 months in the role?

How does the bonus/commission scheme work?

Additional Questions

Why did you (the interviewer) join the business?

How have you developed as a sales professional since joining?

How would you describe your management style?

Tell me about the culture of the business?

What do you do to celebrate success?

If I am successful in this role, what sort of career pathways might open up to me?

I am committed to my own personal development, if I am successful in getting this job then what sort of initial training will I receive and how will you help ensure my ongoing development?

Close

One of the most important parts of the interview.

Step 1: Reaffirm your interest in the role. You must firstly give the interviewer your feedback on how the meeting has gone (if you are keen let them know, lay your cards on the table and be honest with them about your feelings for the opportunity).

Step 2: Then ask them how they feel the interview has gone and how much of a fit they see you as for the role.

Step 3: Once you have their feedback on the above you must ask them what concerns or reservations they have. If they raise a concern, **question** it before you answer it by asking what's caused the concern and how much of a concern it is. When you have this information, you can then answer the concern and treat it like an objection as if you were at the end of a sales process. Then when you have overcome the reservation ask the interviewers when you can expect to hear back from them with a decision and finally, call BMS as soon as you leave with your feedback.

We hope these interviews tips and questions help! Remember to **relax** and **be yourself**. The good thing about being yourself is you don't have to go by a script, you can talk freely and let your personality shine through, helping you to have a more relaxed conversation with the interviewer!

Good Luck

If you need any help with your interview or are open to opportunities, call us on: 0800 060 8420

