5 TIPS TO GET HIRED FAST

(Implement these ASAP to cut through the noise)

1

Prepare questions that make them think and are actually useful for you.

Most ask basic questions like:

"What's a typical day like?"

"What's the comp structure like?"

Although you may want to know those, don't let those be the first questions you start off with.

And frankly, most of those questions you can probably Google online.
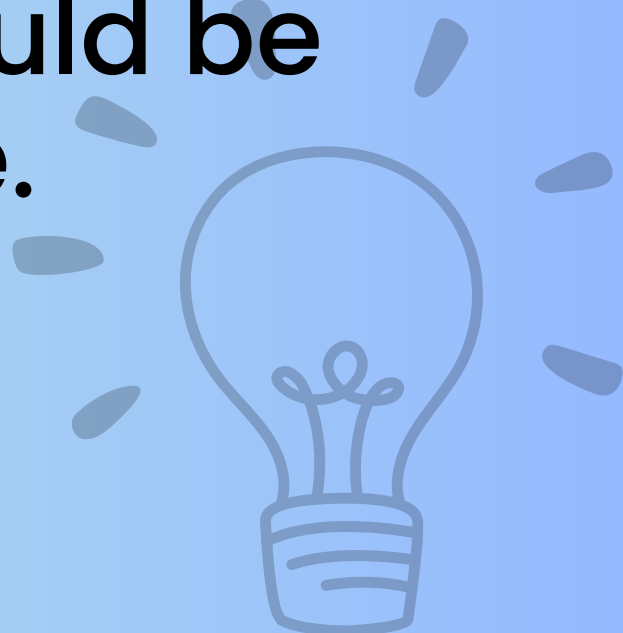
Instead, do something like this:

First, make a list of criteria that are super important for you in a company.

Think: what are specific categories that you've loved in the past with other companies or leaders?

And what are things that you've hated?

Now your questions should be structured around those.

Let's say for example, if team culture is important for you, now you want to structure a question like:

"If I was to call up every rep on your team right after this and ask them to describe the team culture in one word: what exact words would they use?"

Or let's say you want a leader that really develops their team to get promoted as maybe you want to get promoted, to be an executive sales leader:

"What's a very specific example of one rep you hired, brought in, and developed to get incredible results and get promoted? What did YOU do exactly to help them?"

Note, how these questions are diving deep and require actual thought.

Not only will these make you stand out, but you'll actually get a better feel of the organization and the leader. As a result, it'll help you make the best choice of choosing where to work!

2

Proactively eliminate objections to hiring you through how you answer questions.

Every question you get asked is an opportunity to show why **YOU** have the greatest possible upside for success and the lowest downside for failure.

If there are potential red flags in your skills or experience, address them through stories upfront.

Don't lie, and make sure you back things up with facts and own mistakes you've made.
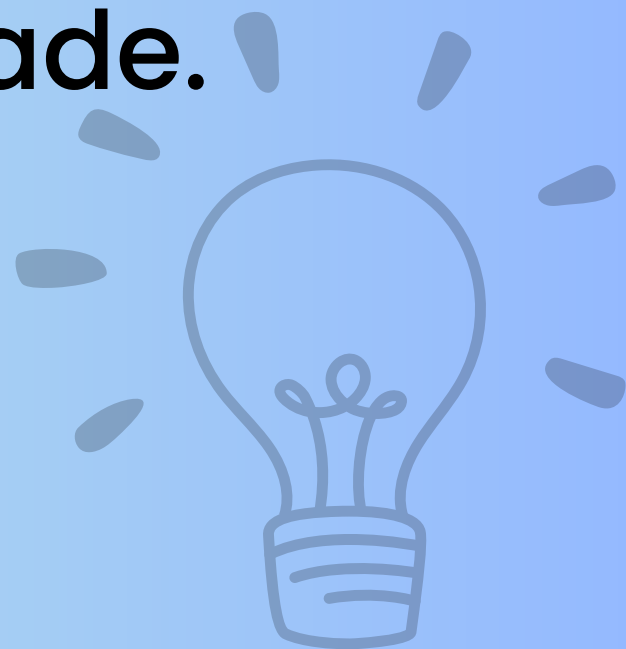
For instance, let's say in your 8-year job history you've changed jobs every 1-2 years.

If they ask about your background, break it down and **PROACTIVELY** explain the upsides, the lessons, the results, and the reasons for leaving each one.

Or for instance, let's say you were an SMB rep BUT you were selling deals that ranged from $10K to $3M. Let's say you're interviewing for an Enterprise rep role...

And your concern is that your title was not an accurate reflection of your scope, skills, and results...

When you give examples, use the biggest and most complex deals to explain that are most structured like an enterprise deal.

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Note, if your tone lacks confidence or conviction, this will hurt you.

You want to practice any potential upfront objection eliminator, until it's buttery smooth and confident.
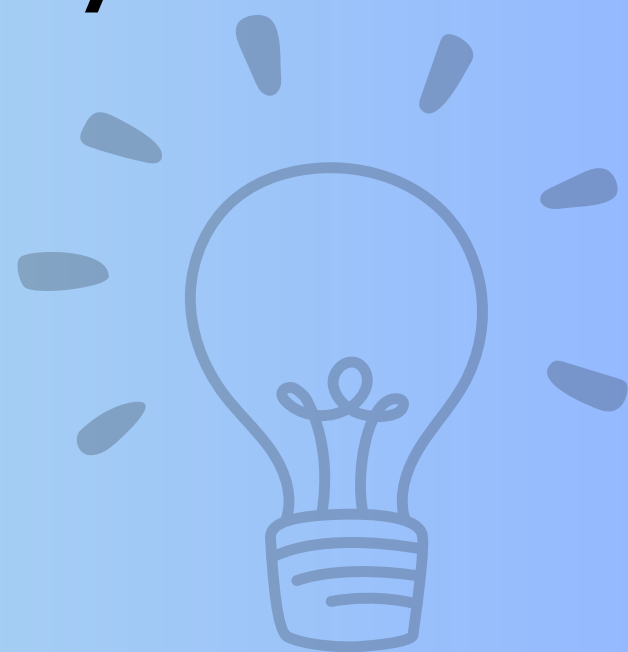
3

Use Explicit examples and details.

Most people do a terrible job explaining how they have achieved any type of results or closed certain deals.

You want to paint a STORY in their mind of exactly what happened... like it's a movie.

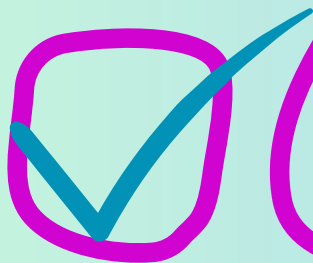For ANY question you get asked, respond with a very specific and detailed story.
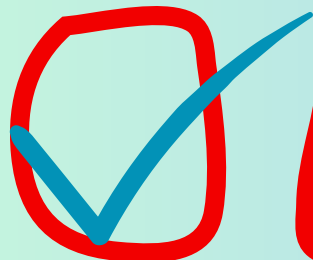
The classic formula of **STAR**:

- ✓ **Situation**
- ✓ **Task**
- ✓ **Action**
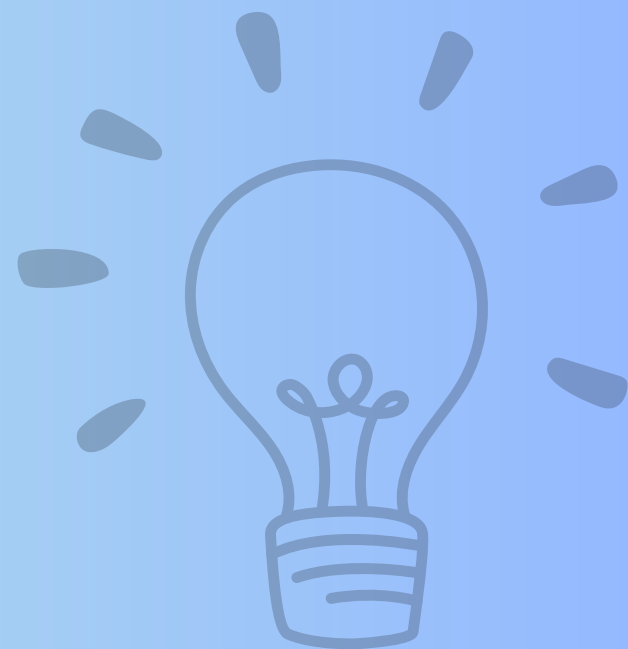- ✓ **Result**

Is a great one to follow.

Because remember, facts tell and stories **SELL**.

When you bolt on objection eliminators from before into your descriptive and vivid stories, you'll establish yourself as the clear top choice.

4

PROVE it.

What every hiring manager is asking themselves is:

"*What's the potential upside of this hire? What's the potential downside?*"

AKA are you going to be a great hire? Or someone they'll regret hiring a few weeks or months in?

Thus, your goal is to show them emotionally and logically why **YOU** have the greatest potential upside and the lowest downside.

You can emotionally sell them through how you prepare and answer questions like we mentioned, but if you can prove to them without a shadow of a doubt that you are the best choice, then your chances of getting hired goes up.

One of my favorite ways is through what's known as a "***Brag Book.***"

This is a binder or a digital PDF that you've compiled that has dozens of pieces of *"evidence"* that shows you are actually awesome.

For instance, you want to have these inside:

- **Stack rankings**
- **Pictures of awards and trophies**
- **Pictures of you at the President's Club or winning awards**
- **Achievement certificates**
- **Recommendation letters**
- **Email or Slack shoutouts for results (these should be from leaders and execs)**
- **Notes from happy customers**
- **Etc.**
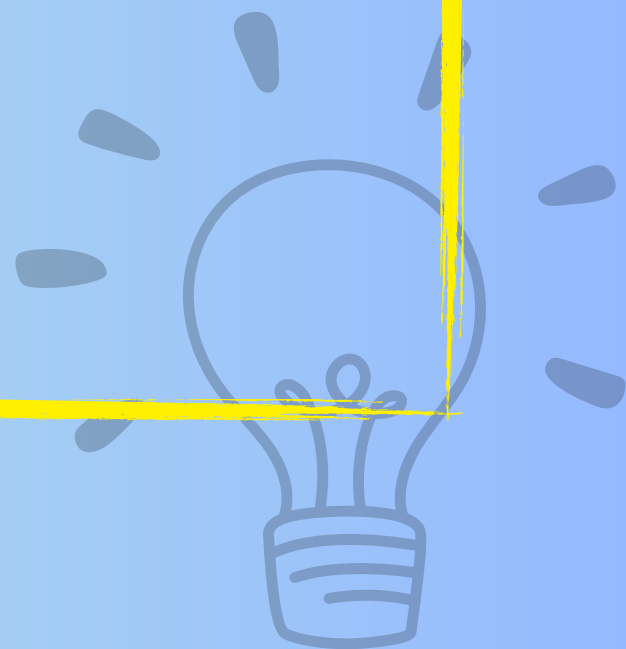
You can then also add in a 30-60-90-180 day plan proactively as well, along with references, your resume, etc.

So now, picture that it's nicely put together in a PDF that spans dozens of pages that you can provide for them before the first interview.

It takes time to put it together but if it helps you secure a role that can earn you $500k-$1M+/year...

Well worth the investment.

And if you don't have anything like that? Start collecting them now and make it a habit. So when you need it, you have it handy.

5

Close the interview and follow up.

I've interviewed thousands of reps.

Most *"close"* an interview like this:

"*So what are the next steps?*"

That's like you running a sales process for a deal that's $1M+ ARR and asking after you share the pricing:

"So what are the next steps?"

That's a weak way to close.

You need to close and handle any objections.

And then you must follow up as well.

Here's a better close:

"Based on what we discussed today, I'm 100% confident that I'm a perfect fit for your team to help scale it to $10M ARR. Do you have any questions or concerns that would hold me back from moving forward to the next step?"

See the difference?

And if they have objections, run them through an objection handling framework as it's just like any other sales call.

Then after the interview, make sure to follow up with an email and even a mailed handwritten Thank You card.

SUMMARY:

1 Prepare questions that make them think and are actually useful for you.

2 Proactively eliminate objections to hiring you through how you answer questions.

3 Use Explicit examples and details.

4 PROVE it.

5 Close the interview and follow up.

When you nail these 5 tips, you'll see more offers than ever before.

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