

# Interview Prep Kit

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# 01

# Company Research Plan

## Company Overview

Parent Company / Subsidiary of (trading symbol, if public):  
\_\_\_\_\_  
\_\_\_\_\_

## Key Numbers to Know

- |   |                           |
|---|---------------------------|
| *Number of Employees                              | *1yr Sales Growth         |
| *Current/Most Recent Sales                        | *1-Year Net Income Growth |
| *Current/Most Recent Net Income                   | *1-Year Employee Growth   |
| *Company Type<br>(Public/Private/Venture Capital) | *Fiscal Year-End          |

## Decision Makers:

\*Hiring Managers – (title, past experience, how long there, location, report to)  
\_\_\_\_\_  
\_\_\_\_\_

\*Human Resources  
\_\_\_\_\_  
\_\_\_\_\_

## Competitors:

\*Know the company's top 3 competitors  
\_\_\_\_\_  
\_\_\_\_\_

## Product Line:

\* Know the company's top products  
\* Be aware of any new products in development  
\_\_\_\_\_  
\_\_\_\_\_

# 01

## SWOT Analysis of Product/Company/Opportunity

\*Strengths

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\*Weaknesses

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\*Opportunities

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\*Threats

(...don't forget reimbursement challenges, newer technology, market conditions, etc.)

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## Why are you a fit for this position?

\* Be specific

\* Know your skill set and how it compares to the skill set required for the position

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02

## Questions to Ask During the Interview:

\*Why is the position open?

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\*Where will the job be performed? Is it based at headquarters or is it field-based?

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\* What do they see as the primary focus for this position? What is the greatest challenge?

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\* When do they want to have someone in the position?

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\* How long have they been looking?

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\*Can you describe the best performer that you have on your team in a similar role?

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## 02

\*What will the interview process be?

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\* What are the goals they want to accomplish?

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\* How do they see the position developing? (Growth Path)

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03

## How to Use LinkedIn for Company Research:

LinkedIn is the best place to do research on a prospective company.

The screenshot shows the LinkedIn Company Search interface. In the search bar at the top left, the word "stryker" is typed. To the right of the search bar, there are navigation links for Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, and More. The Companies link is highlighted. On the far right of the header, it says "Christine Yoo Add Connections". Below the header, there are tabs for "Companies Home" and "Search Companies", with "Search Companies" being active. A sub-tab "Following (1)" is also visible. To the right of these tabs, there are links for "Add a Company", "Service Providers", and "FAQ".  
  
The main content area displays search results for "stryker". At the top, a yellow banner says "Take a tour of the new Company Search. Watch a short video >>". Below this, a search filter "Sort By: Relevance" is set to "Relevance" and shows "51 Results".  
  
The results list includes:

- Stryker** Medical Devices, Kalamazoo, Michigan Area | 10,001+ employees | 6,811 followers (575 job postings)
- Stryker Orthopaedics** Medical Devices, Greater New York City Area | 10,001+ employees | 2,666 followers
- LEGACY MEDSearch** Medical Devices, Orlando, Florida Area | 11-50 employees | 331 followers
- Ascent Healthcare Solutions** Medical Devices, Phoenix, Arizona Area | 1001-5000 employees | 412 followers
- stryker** **Stryker Endoscopy** Medical Devices, San Francisco Bay Area | 10,001+ employees | 1,008 followers
- Knowledge Management S.A.** Computer Software, Argentina | 11-50 employees | 36 followers

  
On the right side of the results, there are several promotional banners:

- Ads by LinkedIn Members**: "Custom B2B Lead Lists" with a "HOOVERS" logo.
- Short Run Book Printing**: "Digital/Offset Book Printing In-house Bindery visit http://bit.ly/Lnkdin210" from "Richard Lindemann".
- Increase Your Web Traffic**: "Get more website traffic with the one-weekend action plan in this book!" with a "WEB TRAFFIC" logo.

Notice that your search brings up other divisions of the company that you may not have been aware of before.

## 03

When you move your cursor over the company name, a brief description will display along with a link to the company's corporate webpage. When you select the company profile, a wealth of information is displayed.

In a company search, you can identify not only the different locations of the company but also the number of employees in that location.

LinkedIn Account Type: Basic

Christine Yoo Add Connections

Home Profile Contacts Groups Jobs Inbox Companies More Companies ▾

Companies Home Search Companies Following (1) Add a Company Service Providers FAQ

stryker

NEW Take a tour of the new Company Search. Watch a short video >>

Sort By: Relevance 51 Results

Refine By Reset

**Location**

Headquarters Only

All Locations

United States (28)

Greater New York City Area (4)

Kalamazoo, Michigan Area (3)

San Francisco Bay Area (3)

Dallas/Fort Worth Area (2)

Show more... Enter location name

**Job Opportunities**

Hiring on LinkedIn (1)

**Industry**

All Industries

Medical Devices (14)

Computer Software (4)

Law Practice (4)

Security and Investigations (4)

Design (3)

Show more... Enter industry name

stryker

**Stryker** Medical Devices Kalamazoo, Michigan Area | 10,001+ employees | 6,811 followers 575 job postings

stryker

**Stryker Orthopaedics** Medical Devices Greater New York City Area | 10,001+ employees | 2,666 followers

LEGACY MEDSearch

**Legacy MedSearch** Medical Devices Orlando, Florida Area | 11-50 employees | 331 followers

ASCENT

**Ascent Healthcare Solutions** Medical Devices Phoenix, Arizona Area | 1001-5000 employees | 412 followers

stryker

**Stryker Endoscopy** Medical Devices San Francisco Bay Area | 10,001+ employees | 1,008 followers

KNOWLEDGE MANAGEMENT enterprise business solutions

**Knowledge Management S.A.** Computer Software Argentina | 11-50 employees | 36 followers

Ads by LinkedIn Members

**Custom B2B Lead Lists**

 Customized, Downloadable Lead Lists in Minutes with Hoover's. Start Today!

From: Hoovers Inc.

**Short Run Book Printing**

Digital/Offset Book Printing In-house Bindery visit <http://bit.ly/Lnkdin210>

From: Richard Lindemann

**Increase Your Web Traffic**

 Get more website traffic with the one-weekend action plan in this book!

# 03

You now will be able to see current and former employees, new hires, and even recent promotions and changes within the company. They may even have some financial news on the company.

**LinkedIn** Account Type: Basic

Christine Yoo Add Connections

Home Profile Contacts Groups Jobs Inbox Companies More Companies

Companies > Stryker

Overview Careers Products

**Stryker** Stryker (www.stryker.com) is an exceptional company with exceptional people who deliver exceptional results. We have differentiated ourselves by advancing meaningful innovations, creating cost-effective solutions for and improving the lives of our global customers and patients. Stryker is one of ... [more](#)

New Hires (5) Employees (3,774)

Senior Director, M&A  
Dominique [Jodi] A.  
Came from...  
Home Caregivers of TX, Inc, President

Finance Manager ROLA  
Carolina P.  
Came from...  
Johnson & Johnson, Finance Controller

General Manager Implants Iberia  
Pedro B.  
Came from...  
Johnson & Johnson Medical Devices, General Manager - DePuy Iberia

Quality Systems Manager  
Stuart H.  
Came from...  
BD Medical, Principal Quality Engineer

IT Applications Manager  
Mark J.  
Came from...  
Cochlear, Strategy and Enterprise Architecture Manager

See all activity »

**Stryker Activity on LinkedIn**

Posted a new job opportunity: Supplier Quality Engineer Job 1 hour ago

Carolina Portillo Gander is now Finance Manager ROLA at Stryker was Finance Controller at Johnson & Johnson 5 hours ago

**Stryker has 6,825 followers**

[Follow Company](#) [Share](#)

How you're connected to Stryker

0 1st Connections  
0 2nd Employees in your network  
3,774 Employees on LinkedIn

Check out insightful statistics about Stryker employees »

Ads by LinkedIn Members

**Digital Book Printing**  
Learn more about our company watch us make books <http://bit.ly/LnkdIn210>  
From: Richard Lindemann

**Increase Your Web Traffic**  
Get more website traffic with the one-book <http://bit.ly/LnkdIn210>  
From: Richard Lindemann

[What's this?](#)

**This company is on**

See where it ranks »

**Stryker mentioned in the News**

U.S. soldier gets 24 years for killing 3 Afghans  
CBS News, Mar 24, 2011

U.S. soldier sentenced to 24 years over Afghan civilian deaths  
The Globe and Mail, Mar 24, 2011

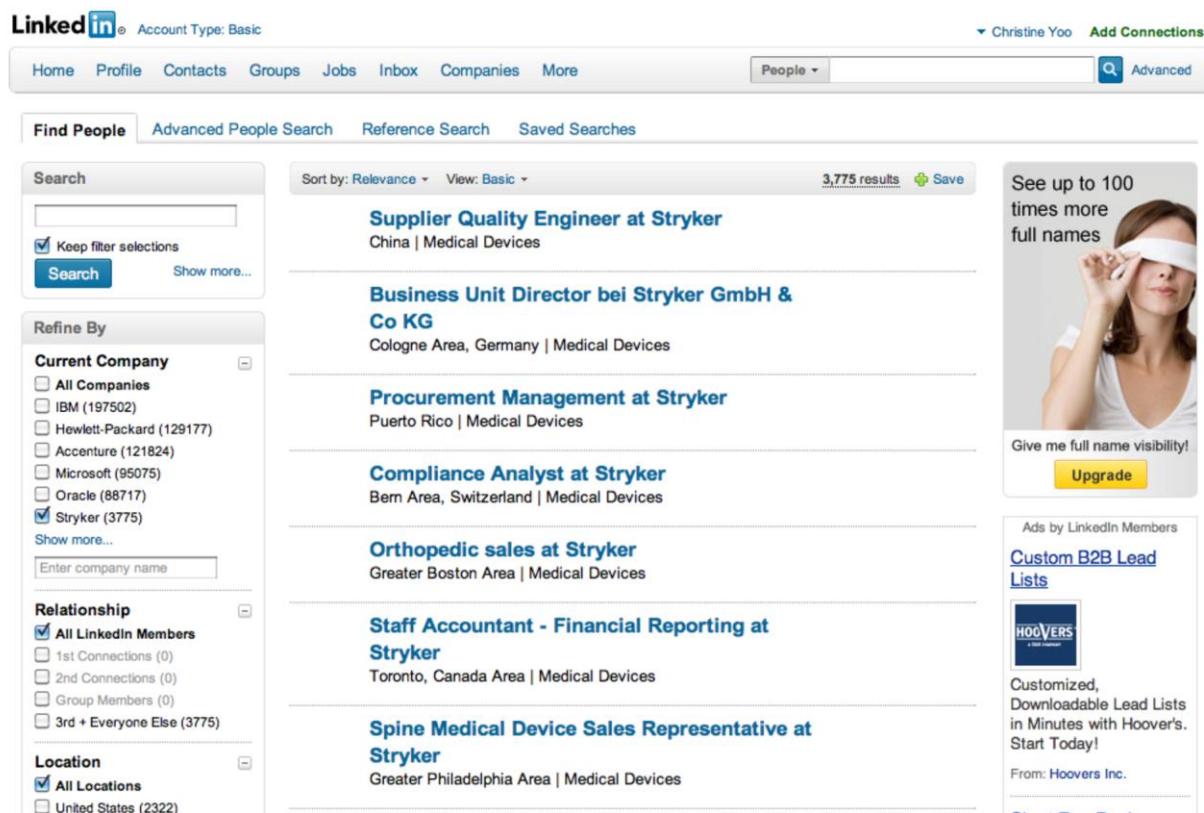
**Type**  
Public Company

**Company Size**  
10,001+ employees

**Website**  
<http://www.stryker.com>

# 03

The employee profiles will tell you what they like to hire. What is the median age? Gender statistics? These are indicators of culture.



The screenshot shows a LinkedIn search results page for the company Stryker. The search bar at the top has the query "Stryker" entered. Below the search bar, there are several filters on the left: "Find People", "Advanced People Search", "Reference Search", and "Saved Searches". Under "Refine By", there are sections for "Current Company", "Relationship", and "Location". The "Current Company" section includes checkboxes for "All Companies", "IBM", "Hewlett-Packard", "Accenture", "Microsoft", "Oracle", and "Stryker". The "Relationship" section includes checkboxes for "All LinkedIn Members", "1st Connections", "2nd Connections", "Group Members", and "3rd + Everyone Else". The "Location" section includes checkboxes for "All Locations" and "United States". The main search results list several job titles at Stryker, such as "Supplier Quality Engineer at Stryker", "Business Unit Director bei Stryker GmbH & Co KG", "Procurement Management at Stryker", "Compliance Analyst at Stryker", "Orthopedic sales at Stryker", "Staff Accountant - Financial Reporting at Stryker", and "Spine Medical Device Sales Representative at Stryker". Each result includes the location and industry information. To the right of the search results, there is a sidebar with a woman's face partially obscured by a white cloth, with the text "See up to 100 times more full names" and a "Save" button. Below this, there is an advertisement for "HOVERS" with the text "Customized, Downloadable Lead Lists in Minutes with Hoover's. Start Today!" and "From: Hoovers Inc."

Reach out to those that were in a similar position as the one that you are considering. But be careful! Don't reach out to the Detroit rep if that's what you're applying for. If he or she has been let go, you may not get an objective opinion.

Try a rep in the same position (just another location) and explain that you are considering a position with the company and want to get their advice on the company, position, etc. How do you contact these folks? As you can see above, when you put your cursor over the profile several options appear. When you look at Gino, you see that you can send an InMail, get introduced, or add to your network.

## 03

If you are in the same group, you can message your contact there. What should you ask one of these contacts?

### **Questions you might ask a current employee or past employee of your prospective employer:**

1. How long have you been there?
2. How did you get hired?
3. What do you love about the company?
4. What do you not love?
5. What about the job?
6. Do you know the manager (in your area)?
7. Any advice they could give you?
8. What about the “x” product?
9. How is the environment?
10. Who are the competitors?

## How Does Your Experience Fit This Position

### Match the key requirements to your experience:

#### Job Title

- |                            |  |
|----------------------------|--|
| *Job Description (Summary) | → *Your Experience                       |
| *Primary Responsibilities  | → *Your Current/Similar Responsibilities |
| *Key Requirements          | → *Your Background                       |

- |                            |                       |
|----------------------------|-----------------------|
| 1. Education/Certification | 2. Minimum Experience |
|----------------------------|-----------------------|

### Interview Prep Questions:

#### 1. Why do you want to work here?

This is where you research with reward you – give specific examples.

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#### 2. Why did you leave your last job? Why are you looking to leave? Don't say anything negative about the company but be honest – is it salary, career growth etc.?

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#### 3. What can you do for us that other candidates can't? Be specific – give an example of a success you had in the past that helped or improved a process.

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#### 4. What salary are you seeking?

If they ask for a specific number, best to answer: "I am currently making \_\_\_\_, or "In my last position my salary was \_\_\_, and I am open to a reasonable offer within that range."

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## 04

### 5. What would your prior manager say about you?

Point out your strengths and any success you had.

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### 6. Describe a work-related issue or problem that you had to face recently. How did you deal with it?

This is seeking your decision-making ability. Give an example where you impacted the situation positively.

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### 7. What type of Supervisors or Managers have you found it easiest or most difficult to work with?

This is searching for your adaptability. Be specific on what works for you.  
Example: Gives clear direction, is specific on expectations, etc.

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### 8. What was the best decision you ever made? What were the alternatives?

How did you go about making it?

This is checking for your judgment.

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# Developing Your Success Story

Choose stories – and bullet points - to illustrate your proficiencies in the topics that are important in the position for which you are interviewing. Some possible areas are listed below, but feel free to include your own to highlight your strengths (not all topics will apply).

## Strengths as an Employee:

### 1. What have others said about you?

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### 2. Reviews – Do you have reviews you can refer to?

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### 3. Recommendations

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### 4. What do you do?

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## Management Style:

### 1. How did you handle conflicts amongst coworkers?

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### 2. What goals did you put place for your team?

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### 3. How did you delegate assignments or territories?

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# 05

4. How do you evaluate employees?

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5. What did you look for in a team member?

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## Marketing Experience:

1. How did you determine where to go?

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2. What tools did you develop?

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3. What strategies did you use?

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## Leadership:

1. Did you motivate others?

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2. Did you mentor or train others?

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## Creativity:

1. What tools did you develop?

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# 05

**2. How did you strategize?**

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**3. What makes you different?**

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## Technical Expertise:

**1. What specific or specialized training do you have?**

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## Dependability:

**1. Give examples of what you did.**

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## Other Topics to Consider:

**Team Player? How did you learn from mistakes? Character? Mergers/  
acquisitions? Crisis management? New product development? New product  
introduction? Product life cycle? QSR? Quality?**

# 05

## 10 Common Interview Questions

PRACTICE, PRACTICE, PRACTICE!

### **Tell me about yourself? -**

Point out areas of success (career growth path, strategy, follow-through, work ethic).

### **Why have you had so many / so few jobs?**

Give an example of how you manage your time well (give example of multi-tasking).

### **What's the biggest mistake you've ever made?**

Nothing damaging...but what you learned.

### **What is your greatest accomplishment?**

Use examples that demonstrate key “hiring characteristics.”

### **What are your strengths?**

### **What do you need to work on?**

Use a strength that you could improve.

### **How do your co-workers describe you?**

Team player, outgoing, dedicated, etc.

### **What new goals have you set for yourself lately?**

Be specific.

### **Why should we hire you?**

Give examples of how you are equal to their requirements.

1. Be descriptive. Don't just answer “yes” or “no” to questions. But also avoid “over-answering.” Make your answers colorful but not lengthy.

2. Sell yourself to the interviewer, but without exaggeration or telling lies. You are there to market yourself, “blow your own trumpet” and explain why you'd be right for the role. But don't come across as arrogant.

## 05

3. Avoid making negative remarks about your current employer, or past employers or colleagues. This will only reflect badly on you in the interview.
4. Be determined. Make it clear that you want to get the job, even if you are given information in the interview that sheds a new (negative) light on the role. Be positive, and then evaluate the opportunity again when you are away from the interview. Don't burn your bridges.
5. Have positive body language, and maintain a good posture.

## More Interview Appearance and Presence Tips...

- Hands should be well manicured. Ladies choose subtle low-key colors over bright fashion colors for nail polishes.
- Clean hair with a recent cut and styling.
- Blue, grey or black suits are always in style. Be sure it's cleaned and pressed. Shirts should be white, freshly laundered and well pressed.
- A quiet tie with a subtle design and a hint of red is suitable for a first interview. Avoid loud colors and busy designs.
- Jewelry should be kept minimal. A watch and wedding or class ring are acceptable. Don't wear jewelry or pins that indicate membership in religious or service organizations.
- Shoes that are black and freshly polished (including the heels) are a safe choice for an interview. Socks should be black or blue and worn over the calf.
- Practice good posture and be aware of non-verbal communication.
- Maintain good eye contact.
- Turn off all cell phones.
- Ladies, avoid any clothing that could distract the interviewer from your talents.
- Avoid exotic hairstyles and excessive makeup. Hair should be neat, clean and brushed. Makeup should be light and natural looking.
- Use deodorant and avoid cologne or fragrances.
- A closed-toe pump that is color coordinated with your outfit is appropriate for an interview. Avoid open-toed shoes or sling-backs.

# 06

## Take with you:

- |              |                                   |
|--------------|-----------------------------------|
| * Resume(s)  | *Brag Book(s) (or other evidence) |
| * References | *30/60/90 day sales plan(s)       |

Any other documents/tools that will help you demonstrate your talents and skills.

## Just a Reminder:

- Leave early for the interview.
- Use the restroom before you go into the interview.
- No gum, cigarettes or tobacco.
- Wear conservative business attire.
- Never ask to use their phone.
- Don't look at your watch.
- No sunglasses.
- Maintain eye contact, but don't stare.
- Listen intently, so you don't have to keep repeating,  
"I'm sorry, but could you say that again?"
- Ask for the spelling of the interviewer's name and write it down.  
(or get their business card)
- Don't ask about money.
- Don't mention a salary range in your resume or during an interview.
- Don't talk about personal problems.
- Don't take anyone else with you to the interview.
- Don't park at a meter or in a tow zone.
- Don't drop names.
- Schedule nothing around your interview that will create a time crunch.
- Turn off your cell phone.
- Keep your eyes off the interviewer's desk.
- Don't handle anything, especially personal belongings.
- Get a haircut and shave if you need one.
- No fragrances.
- Never be sarcastic.

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