

# Interview Prep Kit

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# Table of Content

<b>01 Company Research Plan .....</b>	<b>3</b>
<b>02 Questions to Ask During the Interview: .....</b>	<b>5</b>
<b>03 How to use LinkedIn for company research: .....</b>	<b>7</b>
<b>04 How does Your Experience fit this Position .....</b>	<b>12</b>
<b>05 Developing your Success Story. ....</b>	<b>14</b>
<b>06 More Interview Appearance and Presence tips... ..</b>	<b>19</b>

# 01

## Company Research Plan

### Company Overview

\*LinkedIn (see sample next page)

Parent Company/Subsidiary of (Trading Symbol, if public):

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### 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

\*Fiscal Year-End

(Public/Private/Venture Capital)

### Decision Makers:

\*Hiring Mgrs – (Title, past experience, how long there, location, report to)

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\*Human Resources

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### Competitors:

\*Know the companies top 3 competitors

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### Product Line:

\* Know the company's top products

\* Be aware of any new products in Development

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## 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 equals to the skills required for the position

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## 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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**What will be the interview process?**

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**\* What are goals do 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 search interface. At the top, the user is logged in as Christine Yoo. The search bar contains 'stryker' and shows 51 results. On the left, there are filters for Location, Job Opportunities, and Industry. The main results list several Stryker divisions: Stryker Medical Devices, Stryker Orthopaedics, Legacy MedSearch, Ascent Healthcare Solutions, Stryker Endoscopy, and Knowledge Management S.A. Each entry includes the company logo, name, industry, location, employee count, and follower count. On the right, there are advertisements for 'Custom B2B Lead Lists', 'Short Run Book Printing', and 'Increase Your Web Traffic'.

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



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.

The screenshot shows the LinkedIn interface for a company search. The top navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', and 'More'. The user is logged in as 'Christine Yoo' with an 'Add Connections' button. The search bar shows 'stryker' and 'Companies' is selected. The search results are sorted by 'Relevance' and show 51 results. The left sidebar has filters for 'Location' (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)) and 'Job Opportunities' (Hiring on LinkedIn (1)). The main 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 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, there are ads by LinkedIn Members, including 'Custom B2B Lead Lists' and 'Short Run Book Printing'.

You now will be able to see current and former employees, new hires even recent promotions and changes with 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](http://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 has 6,825 followers**

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


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**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 »](#)

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**Ads by LinkedIn Members**

**Digital Book Printing**  
 Learn more about our company watch us make books <http://bit.ly/Lnkdn210>  
 From: Richard Lindemann

 **Increase Your Web Traffic**  
 Get more website traffic with the one-books <http://bit.ly/Lnkdn210>  
 From: Richard Lindemann [What's this?](#)

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**This company is on**

**FORTUNE** 100 BEST COMPANIES TO WORK FOR

[See where it ranks »](#)

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**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


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**Type**  
Public Company

**Company Size**  
10,001+ employees

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

**Stryker Activity on LinkedIn**

 Posted a new job opportunity: [Supplier Quality Engineer Job](#)  
 1 hour ago

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

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

The screenshot shows a LinkedIn search results page for the keyword "Stryker". The page is viewed from the perspective of a user named Christine Yoo. The search results are sorted by Relevance and show 3,775 results. The results list several job titles at Stryker, including Supplier Quality Engineer, Business Unit Director, Procurement Management, Compliance Analyst, Orthopedic sales, Staff Accountant - Financial Reporting, and Spine Medical Device Sales Representative. The left sidebar shows filters for Current Company, Relationship, and Location. The right sidebar features an advertisement for Hoovers, Inc. promoting Custom B2B Lead Lists.

**LinkedIn** Account Type: Basic Christine Yoo Add Connections

Home Profile Contacts Groups Jobs Inbox Companies More People Advanced

**Find People** [Advanced People Search](#) [Reference Search](#) [Saved Searches](#)

**Search** Sort by: Relevance View: Basic 3,775 results Save

☒ Keep filter selections Search Show more...

**Refine By**

**Current Company**

- ☐ All Companies
- ☐ IBM (197502)
- ☐ Hewlett-Packard (129177)
- ☐ Accenture (121824)
- ☐ Microsoft (95075)
- ☐ Oracle (88717)
- ☒ Stryker (3775)

Show more...

**Relationship**

- ☒ All LinkedIn Members
- ☐ 1st Connections (0)
- ☐ 2nd Connections (0)
- ☐ Group Members (0)
- ☐ 3rd + Everyone Else (3775)

**Location**

- ☒ All Locations
- ☐ United States (2322)

**Supplier Quality Engineer at Stryker**  
China | Medical Devices

**Business Unit Director bei Stryker GmbH & Co KG**  
Cologne Area, Germany | Medical Devices

**Procurement Management at Stryker**  
Puerto Rico | Medical Devices

**Compliance Analyst at Stryker**  
Bern Area, Switzerland | Medical Devices

**Orthopedic sales at Stryker**  
Greater Boston Area | Medical Devices

**Staff Accountant - Financial Reporting at Stryker**  
Toronto, Canada Area | Medical Devices

**Spine Medical Device Sales Representative at Stryker**  
Greater Philadelphia Area | Medical Devices

See up to 100 times more full names Give me full name visibility! Upgrade

Ads by LinkedIn Members

[Custom B2B Lead Lists](#)

**HOOVERS**  
A 100 Year Tradition

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

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 your 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 and InMail, get introduced, or add to your network.

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 |
| *Requirements              | → | *Your Background                       |
| 1. Education/Certification |   | 2. Minimum Experience                  |

### Interview Prep Questions:

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

This is where your research will 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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**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 then bullet point- 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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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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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 or quality

## 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.

3. Avoid making negative remarks about your current employer, or past employers or colleagues. This will only reflect 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 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. Use deodorant and avoid colognes or fragrances completely.
- 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 with your jacket off. 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.

**Take with you:**

- \* Resume(s)
- \* References
- \*Brag Book(s) (or other evidence)
- \*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.
- Never criticize anyone, especially an employer.
- If asked to complete a form or application, fill in every space. Never write, "See resume."

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