

CLIENT OR JOB INTERVIEW

... *How to Prepare and Common Mistakes*

Client Interview

→ The client acquisition process can be summarized with the *Sandler submarine diagram* (see the picture below).

1. The client interview starts with creating the **Bonding and Rapport**:
 - a. Is the client the right fit?
 - b. Do you know them well enough to move to the next stage?
2. The interview continues with the **Up-Front Contract**:
 - a. Make sure to let know the prospect your intention with your offer.
 - b. And – even more important – that there is a sales process involved.
3. Understand the client's problem and how your offering will remove this **Pain**:
 - a. Ask questions, know your ideal client.
 - b. Show compassion with a high level of professionalism.
4. If there is a match you can move to the **Budget**:
 - a. Ask the client what their budget is and see if they can be a fit in one of your offers.
 - b. If the client's budget doesn't match one of your current offers, see what would work and how maybe this situation could change in the future.
5. The next step is the **Decision**:
 - a. That's when the client commits to your offer or if we get a NO from them.
 - b. You are looking for a clear (empowered) YES or a clear (empowered) NO.
6. Finally, when you get a YES, it's time to **fulfill your offer**:
 - a. That's the fun part, enjoy it – you are now doing what you have always dreamt of! 😊





Job Interview

→ When preparing for a job interview, put a checkmark next to each point when DONE.

- Make sure you have read the job description and note any questions you may have.
 - The interview is for the company to get to know you AND for your to get to know them – you both want to make sure you are a good fit.
- Read about the company and similar job description to see if there is anything missing or to add.
- Always dress for success and for the position you want.
- The first interview** is for them to know your soft skills and how you can fit in the organization. Brainstorm them.
- The second interview** you will have more technical questions and tasks related. Go over these as well.
- Always arrive 15 to 30 min earlier. You want to be relaxed and ready for the interview.
 - If you have issues on your way, call your interviewer to inform them.
- Your interview starts in the parking lot, so make sure behave accordingly.
 - For example, be nice to the person in front of you in the parking lot. You may just be in front of your new manager.
- Always take the time to read **the offer** before making any commitment.
 - Never jump to say yes before negotiating your conditions. Anything can be negotiated. If it's doable and they want you onboard, they will make it happen.
- Always be kind and grateful for the time and the opportunity given.
 - Express your gratitude verbally after the interview.
 - Also write a short thank you note to the recruiter (and the headhunter, if applicable) the day after.
- You need to see an interview as a practice, and it only has to work once. So be patient and never jump too fast on a job that you're not convinced about.
 - NB: Settling for something you won't be 100% happy with WILL NOT work.
 - Think about it as a romantic relationship – you wouldn't want to settle here either, would you?