

## **PHONE INTERVIEW TIPS**

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Phone interviews are sometimes the hardest because you can only communicate through the auditory sense. In the full range of human communications that leaves out a lot!

We have seen very good candidates get flushed out in the very first phone screen that have later done quite well in face-to-face interviews with other clients. So please heed this advice and keep in mind the following vital points.

1. The phone interview is all about making a high impact, persuasive first impression that makes the phone interviewer very excited at the prospect of meeting you in-person. It is not a time to play hard-to-get, indecisive or prissy. IT IS a first sales call to a gatekeeper. YOU must make a favorable, lasting impression that you are worthy of the interviewer's investment of further time to find out if you are the person that can and will deliver sales results. If you were the phone interviewer would you want to schedule someone for a face-to-face interview that could not measure up?
2. Treat the phone interview every bit as much as an in-person sales call with a gatekeeper to the ultimate decision-maker because it truly is.
3. Be ready to receive/make the call in a totally focused business call frame of mind.
4. We strongly suggest that you be wearing the same clothes you would be when you are face-to-face with a prospect to reinforce your mind-set.
5. Have a copy of your resume in front of you and your brag book. Needless to say you should know these items like the back of your hand.
6. Make sure you are in a quiet, secure environment that will protect you from intrusive distractions.
7. If you will be on a cell phone be sure that your phone battery is at full strength or plugged into a charger.
8. Also, if you are on a cell phone make sure you are in a place where you have optimal reception.
9. BE TOTALLY AWARE of your voice quality, the clarity with which you are speaking, the energy/enthusiasm level your voice conveys, the pace with which you are speaking and more. YOU TRULY ARE YOUR VOICE ON A PHONE INTERVIEW. Your voice will totally create the mental image that the interviewer gets of you.
10. Be sure to sit up straight and keep your head erect, eyes looking straight ahead or upwards. Having your head/eyes down will negatively affect your voice quality/tone. Do not cradle the phone with your neck!
11. Be highly energetic and enthusiastic. Remember, ONLY YOUR VOICE will be able to convey your thoughts, words and emotions. If you need to gesticulate when you speak as you do when face-to-face with a prospect do so with your free hand.

## **PHONE INTERVIEW TIPS**

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12. Give detailed complete answers and experience examples in response to the interviewer's questions. Give specifics, do not convey generalities about your qualifications, experiences, achievement documentation, reasons for leaving your current job, why you want the job you are interviewing for, or anything else. YOU have to fill in the blanks, not the interviewer. The interviewer is not a mind reader. They will not be able to read your eyes, your body language, sense your pheromones, etc.

DO NOT ASSUME ANYTHING and BE SURE TO ASK THE INTERVIEWER IF YOUR ANSWER IS CLEAR, UNDERSTOOD, COMPLETE and MORE THAN SUFFICIENT. BE A SALESPERSON and QUESTION, CLARIFY, PRESENT, GET COMMITMENT and CLOSE! BE A SALES PROFESSIONAL!

13. Do your homework about the interviewer's company and the pharmaceutical industry, and be able to demonstrate that you have done so.
14. Ask well thought out questions about the position, the expectations for the position, what it takes from the perspective of the company to be a top performing performer in the position.
15. Ask what the interview process entails, what the timeline is and when the next interview will take place. Ask for the next interview at least 3 times and call for action by using an alternative choice of the dates of your availability. CLOSE ASSERTIVELY, PASSIONATELY and CONFIDENTLY!
16. **FOLLOW THIS ADVICE AND SEPARATE YOURSELF FROM THE PACK!**