

Questions To Ask the Employer

Choose 7-10 questions for your interview. These questions are guidelines. Use your own creativity. It is important to be yourself in an interview. Employers will quickly see through a memorized and over-rehearsed question.

*****Never ask a company about sick leave, paid vacations, holidays or other benefits that allow you to get away from work unless you are getting an offer.*****

- What have you liked most about the company and what have you liked least about it?
- What expectations do you have for the company in the next 5 years?
- Could you please describe a typical day?
- What does the training program consist of?
- What are my opportunities for advancement?
- How are promotions evaluated?
- How is performance evaluated?
- What are your expectations of a new hire?
- What separates your top producer from everyone else?
- What is your competitive edge?
- What is your company doing to gain market share?
- What are your company's strengths and weaknesses?
- What is the territory currently producing?
- What goals do you have for the territory in the next 12 months? What do you think it will take to get the territory to those numbers?
- If you had to isolate 3 things that determines a persons success with your company what would those be?

CLOSE FOR THE NEXT STEP/JOB

Now you are on the home stretch. Consider yourself on 3rd base with bases loaded and up to bat at the same time. The good news is, you are almost done! The bad news is, this is the most important part. It is absolutely crucial you ask the following questions:

For initial interviews: *Where do we go from here? Can we set that up right now?*

For final interviews: *Where do we go from here? When can I start?*

Don't forget, as you have practiced your close, the employer has spent many an hour thinking of ways to strike you out. Some "strike out" statements are:

- I still have more people to interview.
- I will be getting back with Culver.
- I will be letting you know in a couple of days.

Beware of those smokescreens. DO NOT be fooled into thinking you will get the next step. If you don't set up the day, date and time of your next interview, it probably will never happen.

As a rule of thumb, attempt to get the next step 3 times. You may have to refer back to overcoming objections/concerns/hesitations to achieve this goal.

*As with everything, there may be an exception to the rule. For some unknown reason the interviewer may not have the power to set up the next step. At least find out if the interviewer will be recommending you for the next step.