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*Show Something on Every Interview*

Great salespeople show something on every sales call. They may show a sample product, examples of relevant work, case histories, and research summaries. But they always show something. According to certain studies, salespeople who show something have a 65 percent greater chance of making the sale than those who show nothing. Because the job interview is a sales call, you will increase the probability of getting the job if you show something.

You will have done exhaustive research on the company before your interview. You will have read all available information, tried the products, talked to people who know the company. You will have answered the question, Why should this company hire me? You will have ideas on how the company can increase sales, reduce waste, outsmart the competition, and tap into new markets. This pre-interview homework can always be packaged into an effective showpiece.

For examples, you may show the interviewer:

- A survey of what the interviewer's company's customers are thinking.
- A research report on the competition.
- New product ideas.
- Product packaging improvements.
- A summary of market trends.

Good people in good companies will be flattered that you invested your time unselfishly in an effort to help. They will see you as inventive, as a self-starter, as someone unafraid to express ideas. No other job candidate will do this.

Consequently, your creative approach will be a point of difference (a point of difference is something about a product that is different or unique. A point of difference is something memorable that will distinguish you from other job seekers). What you show can be a lead-in to some of your preplanned questions. If you are showing a comparison of the product literature of the companies in the interviewer's industry you can ask about market shares, competitive strategy, relative growth rates. If you are showing a mock-up of a new dispenser you can ask about research and development (R&D) investments, attitudes toward innovation, customer preferences. If you are showing a set of photographs of storefronts and store windows you can ask about merchandising, distribution, and retail strategies.

Show up early. Show yourself. And show something that benefits the customer, your target company, thereby benefiting you. Show something inventive and on target and the show's over. You've got the job!