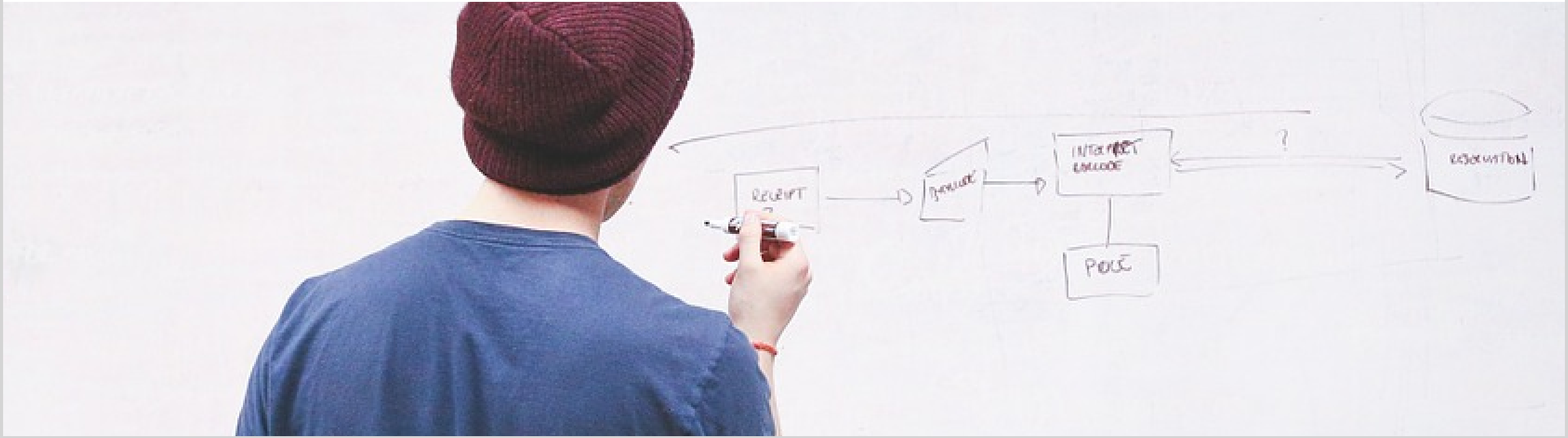
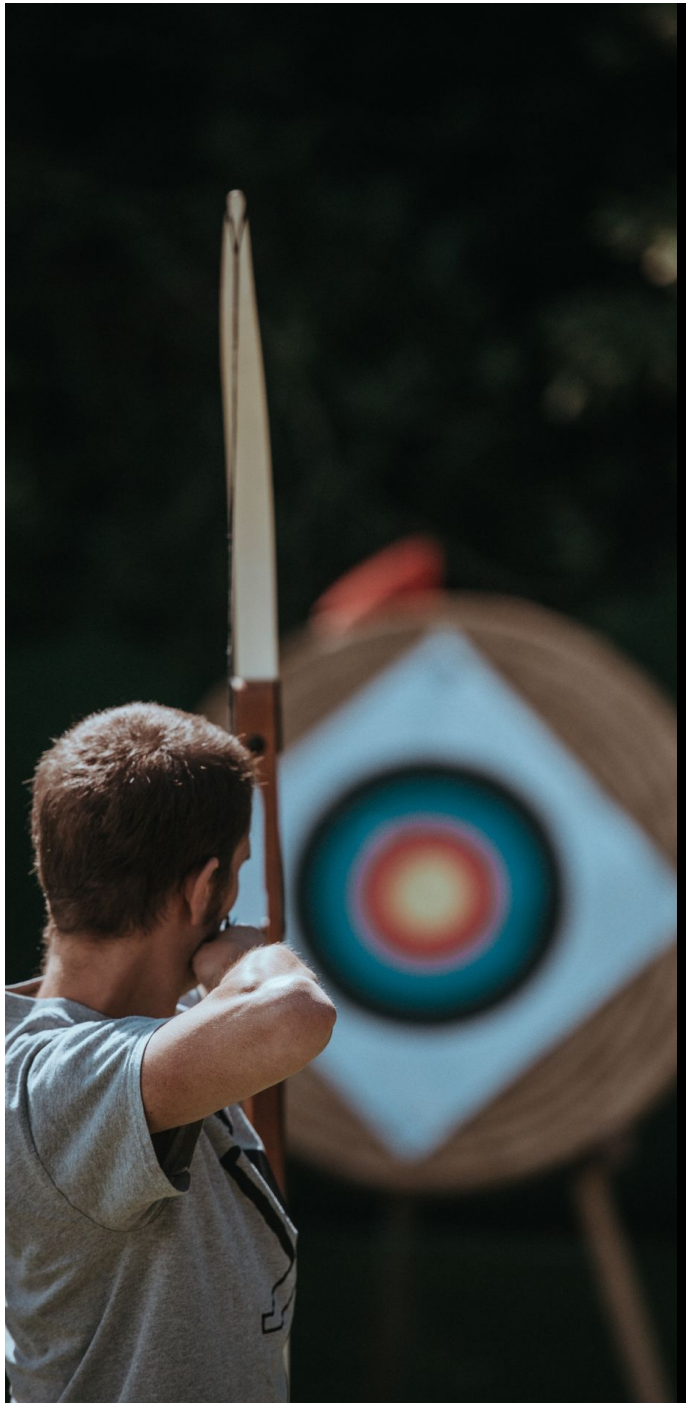
Same Side SELLING ACADEMY

SAME SIDE INTERVIEWING





SKILLS THAT YOU TAKE FOR GRANTED

WHAT EMPLOYERS VALUE MOST

THREE TRAITS TO CONSIDER

#1: Drama Free

#2: Reliable

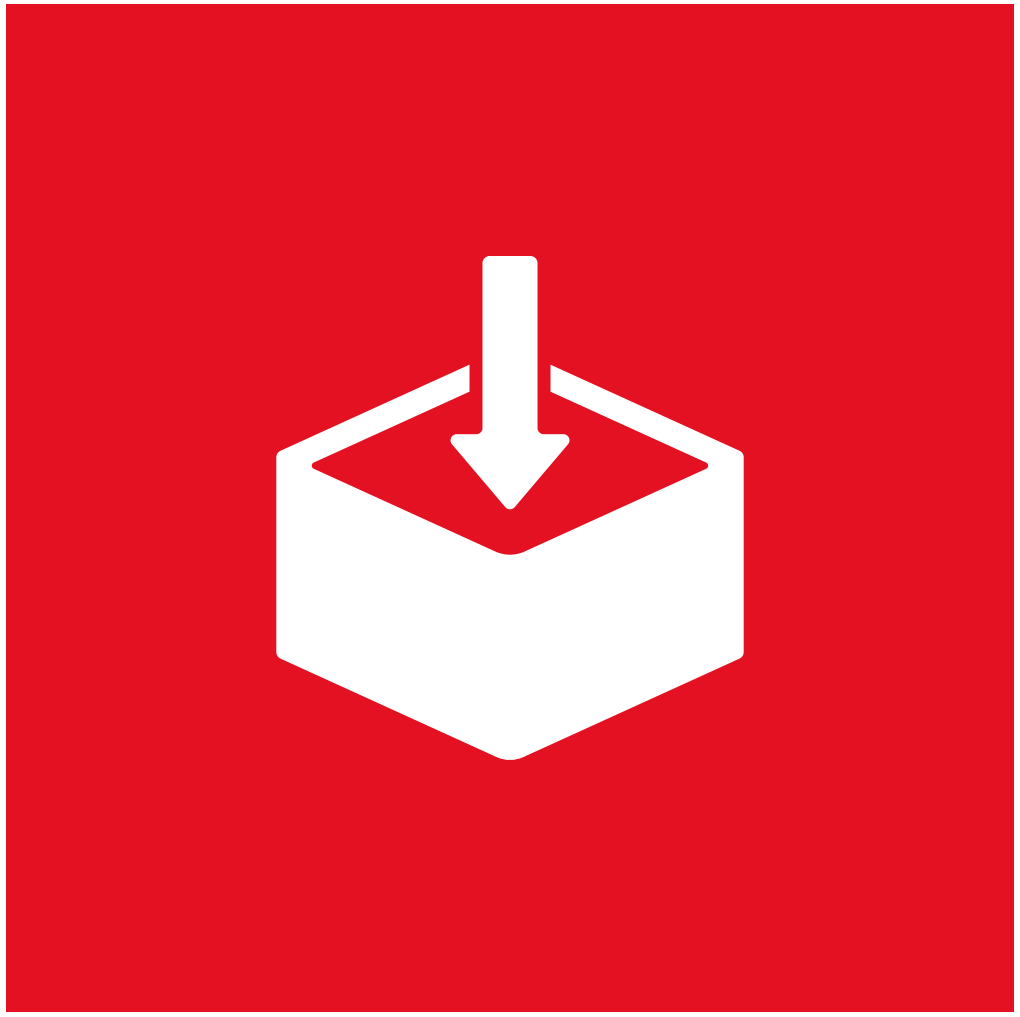
#3: Adaptable

STAND OUT

EARN ATTENTION

Focus on the problems you solve for them

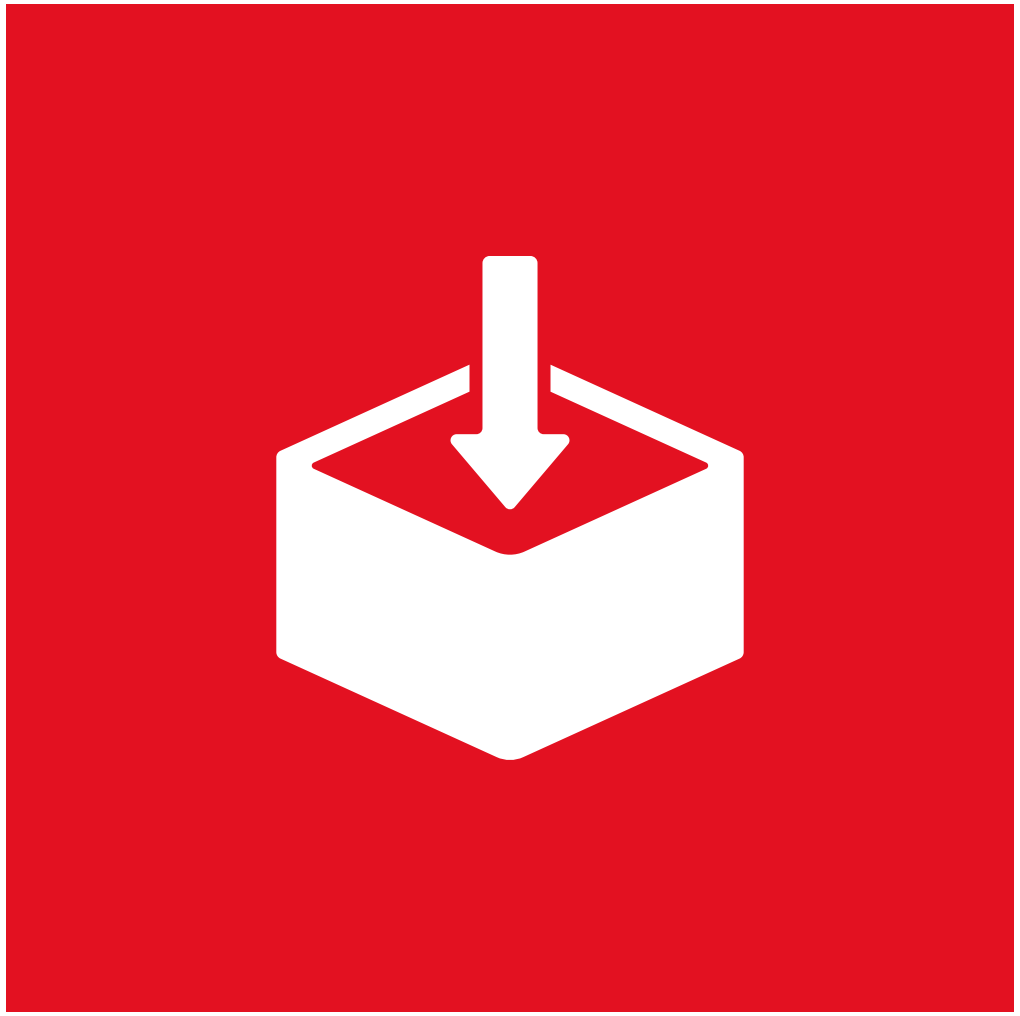
INBOUND



If it's a referral

- **Entice** - “Oh that’s so nice, what did they say?” (Reason why: We want them to be aware and remember what nice things the other person said about you.)
- **Disarm** - “That’s great! I look forward to learning more about the opportunity to see if there's a fit.”
- **Discover** - “What can you tell me about the ideal candidate?”

INBOUND



If They Contact You

- “What inspired you to contact me?”
- Disarm - “I look forward to learning more about the opportunity to see if there's a fit.”

OUTBOUND

Before You Reach Out:

- Identify the right individual(s) for contact
- See if you have any common connections since a warm intro is better than a cold outreach
- Define the top two or three rants/problems you solve for someone in that role in that type of organization (be specific instead of general)

OUTBOUND

If you speak with a gatekeeper:

- Don’t think of them as a foe, think of them as an ally
- Be respectful of their time and the person’s time they’re protecting
- Ask for their help...

OUTBOUND

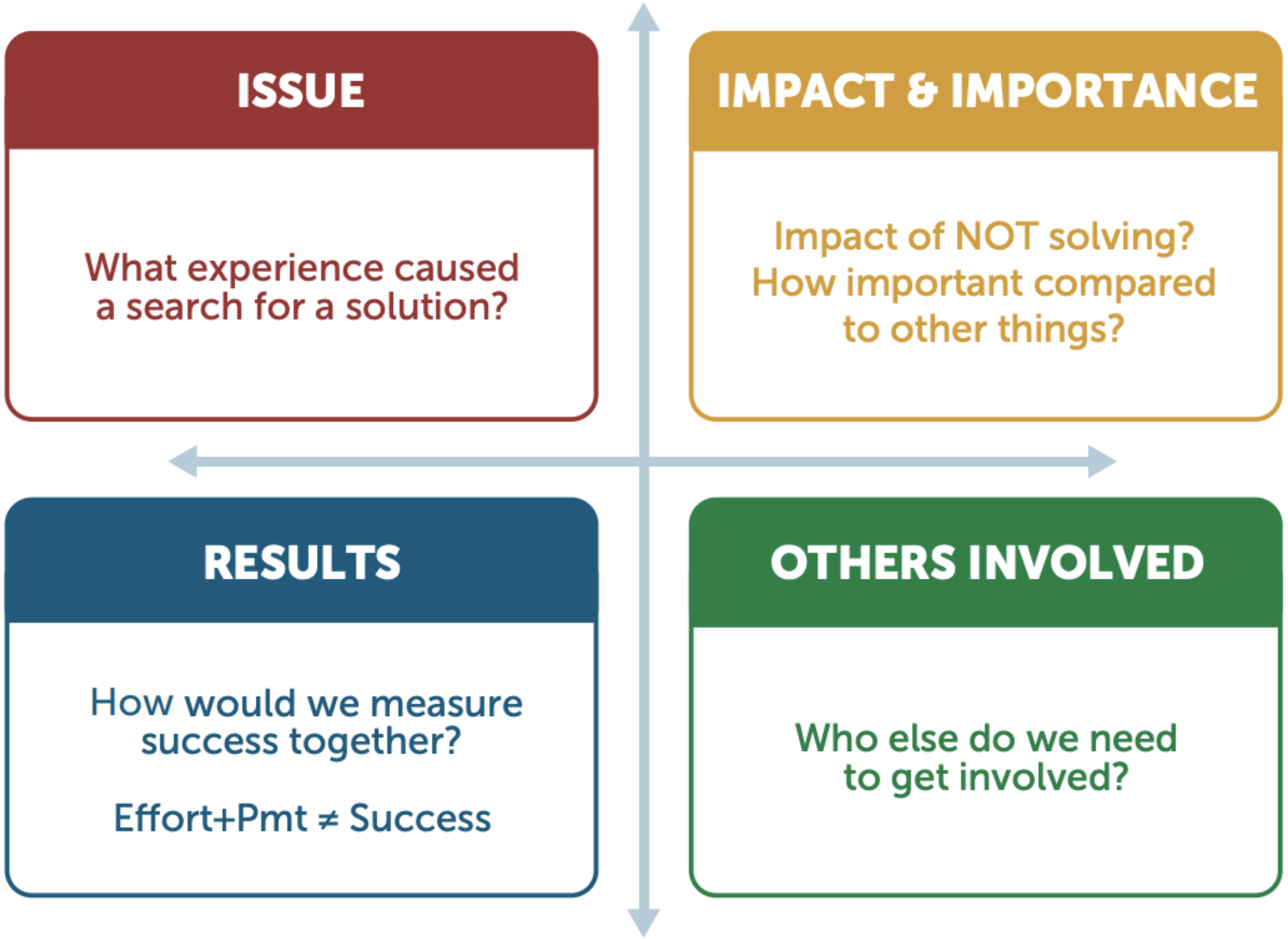
If you speak directly to the right person:

- “Other business leaders tell me that my experience in calmly handling high-pressure situations, rigorously executing complex tasks, and building high-performing teams is really valuable. I know, however, that my experience isn't a fit for every organization. I'd love to learn more about your needs to determine if it's a good use of both of our time to take a closer look.”

QUALIFY

SAME SIDE QUADRANTS

The goal is to have a structure for taking notes and asking questions so that **they convince us** that they have a problem that's worth solving and where we feel aligned to deliver the results that they need to see.


ISSUE
What experience caused a search for a solution?
IMPACT & IMPORTANCE
Impact of NOT solving? How important compared to other things?
RESULTS
How would we measure success together?
Effort+Pmt ≠ Success
OTHERS INVOLVED
Who else do we need to get involved?

LINKEDIN CONNECTIONS

- Build your profile with experiences, not positions
- Grow your network
- Always personalize the invitation

  As I move from my military service to business, I'm trying to find areas where my leadership and team-building experience would be important. **How open would you be** to a quick discussion to see where my skills might be most valuable?

CHANGING FROM A FORMER EMPLOYEE

1. DISARM

I'd love to understand what made others successful or not in the role so I'm comfortable that I can be a huge success.

2. WHAT'S WORKING WELL?

Can you share the top 1 or 2 things that you really like about the stars in this role?

3. WHAT COULD IMPROVE?

If you could change 1 or 2 things about others in that position, what would those be? Why?

4. HOW ABOUT ME?

Based on what you know about me, how well do you feel that I align with those attributes?

SHIFT THE FOCUS TO RESULTS

REALIZE THE RESULTS

Getting hired is not their finish line. In the employer's mind the finish line is realizing the results that they had envisioned.

Ask questions about what we're going to measure for success and if you share that you're hesitant to move forward until you're confident that you can deliver the results, then your employer will have that much more confidence in you.

COMPENSATION

COMPENSATION

Summarize what's worked and hasn't for others in that position

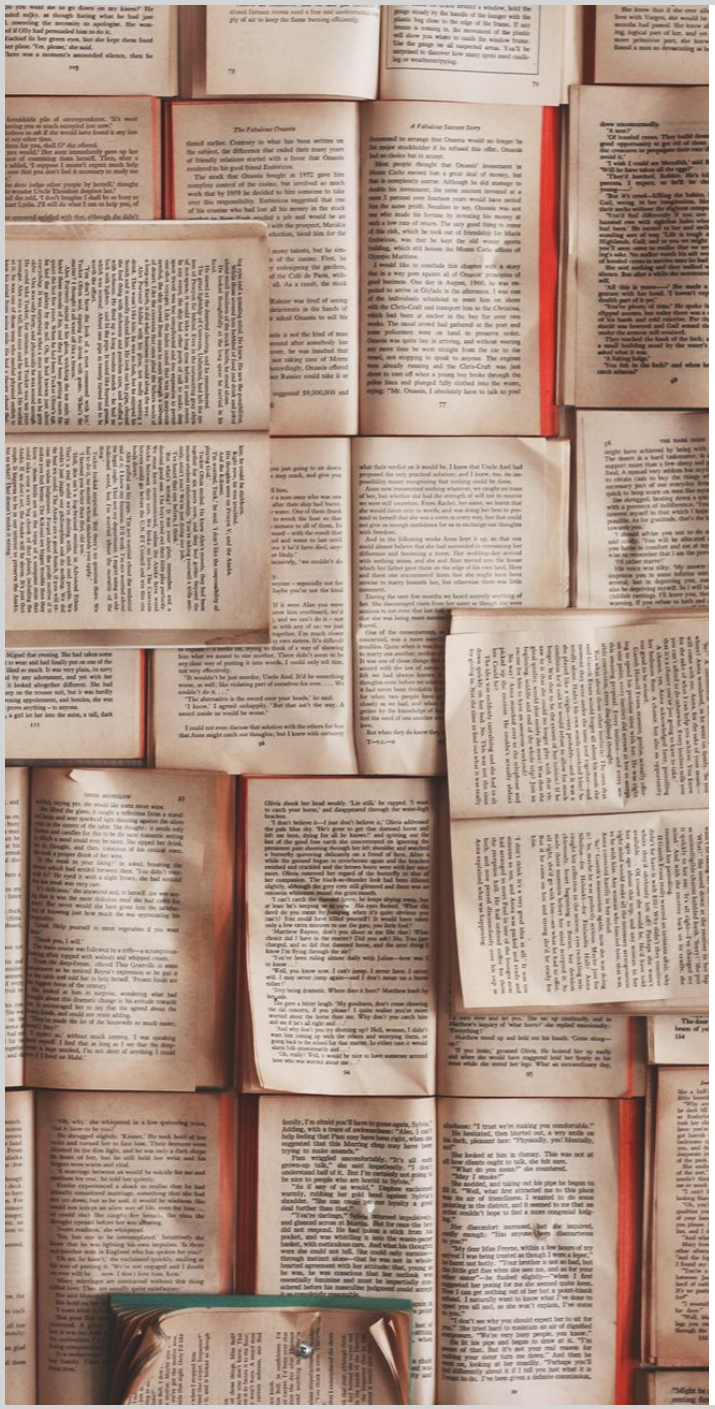
Recap your understanding of what success looks like

If they shared positive attributes about you, share, “I was flattered that you mentioned X and Y.”

If you like their offer, don't just accept it. There is always room for performance-based compensation. You might ask, **“ I'd love to be rewarded for doing things above and beyond what's expected. How can we assign bonuses for achieving specific milestones that benefit the company?”**

PROPER FOLLOW-UP

Don't just thank them for the meeting. Send a summary of what you learned about their needs and results and how you agreed that you can help.



TIPS

FOLLOW-UP NOTES

- Be sure to share their words.
- Avoid adding things that you wished you had mentioned.
- If you don't have enough of their words, then you might have been speaking too much.
- Remember: They will believe 100% of their own words, and only a small percentage of your words.

CONFIRM THE OFFER

END OF THE INTERVIEW:

IF YOU'RE ASKING THE RIGHT QUESTIONS AND IT SEEMS LIKE A FIT, THE OFFER CAN OFTEN BE EARNED WITH ONE OF TWO SIMPLE QUESTIONS.

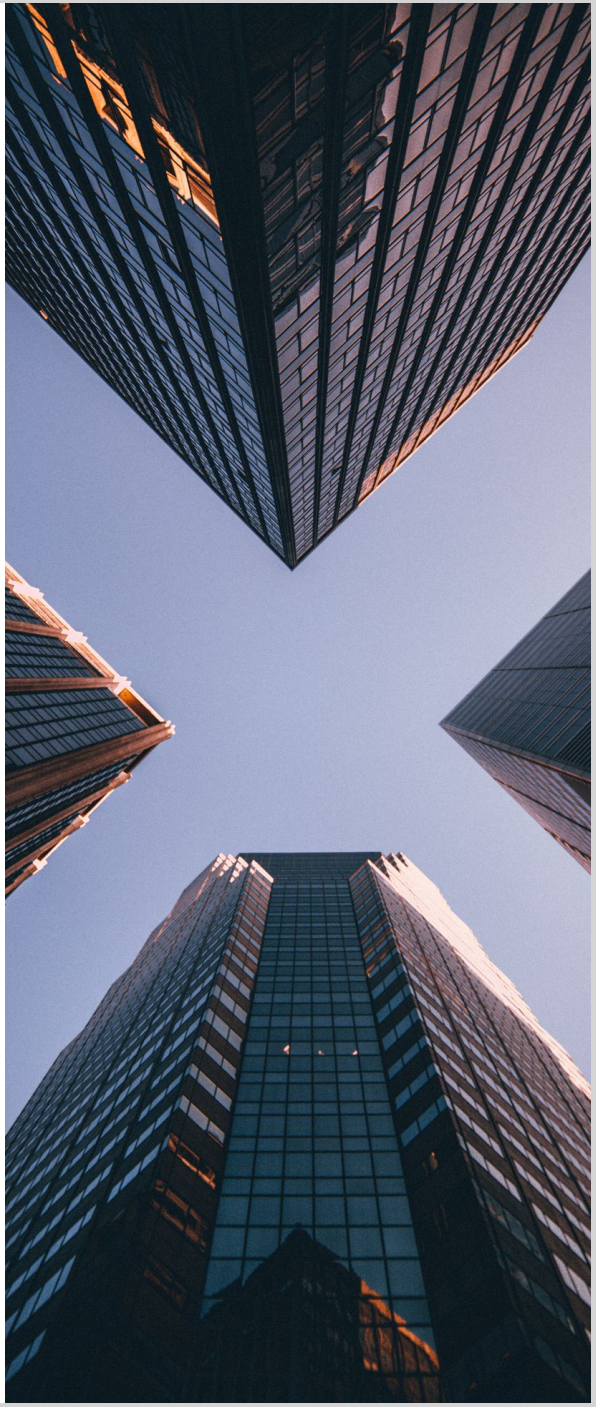
- What should we do next?
- Would you like my help?

REFERRALS

1. The referral should not be perceived as a favor to you as the employee. Rather, based on your experience and skills, it's a favor to the recipient of the referral.

2. Ask your contact if they can think of one or two people inside or outside of their organization who might find value in your skills and commitment to results.

3. We ask for one or two instead of "any" because when we ask for one or two our brain makes a very specific list of those two names and when we ask for "any" our brain creates a vague bucket that often results in no referrals.



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