

# EP. 26 - Preparing for Different Interviewers

## Overview

This episode focuses on how to effectively prepare for interviews by understanding the different personalities and roles of the people you will meet. Each decision-maker in the interview process has unique concerns and priorities, and tailoring your communication to address what matters most to them is key to success. Jordana emphasizes the importance of researching interviewers on social platforms, understanding their job responsibilities, and preparing to speak to the metrics and areas they care about.

## Key Points

### 1. Research Interviewers on Social Platforms

- Before an interview, thoroughly research the people you will meet on social media, particularly LinkedIn. Look at their educational background, work history, and any posts they've made to understand their interests and priorities.
- Don't be concerned if they see that you've viewed their profile—this shows initiative and preparation. Take note of any common connections or mutual interests that can help build rapport.

### 2. Catering to Multiple Decision-Makers

- In many interviews, you will speak with multiple decision-makers, each with different concerns based on their role in the company. Your responses should be tailored to address the specific metrics and goals that each interviewer cares about.
- Look up job descriptions for the positions of those you'll be meeting to gain insight into their priorities and motivations. For example, if you're speaking to a VP of Sales, focus on metrics like forecasting accuracy, revenue growth, and funnel metrics.

### 3. Common Personalities and Their Priorities

- **HR or Talent Acquisition (TA):** Concerned with turnover rate, retention, cost per hire, education, training, and overall company culture. When speaking with HR, focus on how you align with the company's culture and your ability to contribute to employee and customer satisfaction.
- **Sales Manager, Director, VP:** Motivated by customer lifetime value (CLV), churn rate, revenue, and conversion rates. Highlight how your skills and experience can help improve these key sales metrics.
- **Chief Revenue Officer (CRO) or Chief Sales Officer (CSO):** Focuses on new vs. returning users, cost per conversion, growth, and new bookings. In this case, emphasize your impact on growth metrics and customer acquisition costs.
- **Founder:** Primarily concerned with high-level metrics like cash flow, revenue growth, debt-to-equity ratio, working capital, and profitability. Tailor your responses to demonstrate your understanding of business fundamentals and how you can contribute to the company's long-term financial success.
- **Reps Reporting to You:** If you are in a management position, you'll likely meet with sales reps who report into you. Focus on leadership skills and sales growth metrics like monthly sales growth, average profit margin, and sales targets.
- **Colleagues:** The priorities of colleagues will vary depending on their roles, but it's essential to understand how they fit into the company's ecosystem and how your role will impact their work.

#### 4. Tailoring Your Communication

- When speaking with each person, use the knowledge you've gained from your research to align your responses with their concerns. For example, when meeting with a VP of Sales, speak about revenue forecasting and customer acquisition. For HR, emphasize your alignment with the company's culture and your interest in employee satisfaction.
- Being able to speak to the priorities of each role will not only show that you're prepared but also demonstrate that you understand the broader business context of the position.

## Conclusion

Successfully navigating an interview with multiple decision-makers requires thorough preparation and an understanding of each person's role and priorities. By researching interviewers on social media and tailoring your communication to align

with their specific concerns, you can make a lasting impression. Whether speaking with HR, sales leaders, or the company founder, focusing on relevant metrics and demonstrating your understanding of their motivations will help position you as the ideal candidate for the role.