

PRE - Interview Checklist

The following priority list should be kept to when possible

Upon booking / Within 48 hours maximum of interview:

Prospect has been sent questions prior to the interview

Pre-interview call to break the ice and get to know the prospect.

Please note, this is not a sales pitch, this is simply a Q/A session prior to the interview.

You can simply say 'Hi x, this is Josh from "The XYZ podcast, we are going to be doing an interview together next week and I wanted to introduce myself."

This simple process will break the ice and create more solidarity in the interview for the prospect. This should happen as soon as possible.

After this, lead with questions that will set up the interview well and help you pre-prepare such as the following with the statement, "just so I can prepare best for the interview, do you mind answering a couple of quick questions?"

- When did you start the business?

- Are there any major accomplishments or areas where you are really focused on that you'd like me to spend time on?

- How many full time employees do you have?

- (number), well done. Is that the largest the team has been?

From here simply confirm whether they need anything and get them to look forward to the interview with simple positive chat.

SEND THE ZOOM LINK AGAIN

Sound simple, but things get lost. Show them your organized and send them the link again.

Review their linkedIn profile and website

This does not need to take very long, just look for key points you can lean on for stories. Like they recently raised capital, team has grown, they crossed 10 years etc.

Make sure they respond to an email or check in again to make sure they have everything they need. If they need to reschedule, do not get frustrated this is a human being who is busy. Just get it back in the calendar. Its very unlikely that if you have followed the above, someone would just no show.

Prepare your gap finding questions and off we go!