

The Career Field Guide

Choose the role. Organize your evidence. Prepare the next move.

01

ORIGINAL CASES / WORKED EXAMPLES / EDITABLE COMPANIONS

Independent career education. No employer affiliation.

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Before you begin

You do not need a more elaborate claim about being passionate. You need to understand the work you are applying to do, identify the evidence you already have and make your remaining questions visible.

This guide is for U.S. applicants considering medical device sales. It follows three starting points: a B2B seller, a clinical professional and an early-career applicant. Their fictional examples are teaching material. They are not customer outcomes, employer interview questions or permission to claim experience you do not have.

Work with one current job posting at a time. Save the title, responsibilities, location, qualifications and date in your own notes. A title alone is an unreliable guide to the job. The same employer can have roles with different responsibilities across products and divisions.

The output is a preparation file: a role brief, evidence inventory, resume draft, outreach notes, interview stories and questions to resolve before accepting an offer. The editable companions help you build that file. Read the completed examples first, then replace them with your own facts. Never send a fictional example as evidence of your work.

This is career education. It is not clinical training, a credential, access authorization or a placement service. Follow the employer's training and the facility's requirements. Do not disclose patient information, confidential customer records or proprietary materials in an application or interview.

FIELD NOTES / 01

01 / Read the work before the title

Start with five responsibilities

Open a posting and select the five responsibilities that seem central to the role. Rewrite each as an activity you could observe. “Develop customer relationships” might involve preparing for meetings, understanding customer needs and agreeing a follow-up action. “Support the territory” is less specific: you need to ask what support means in that team.

For each activity, record three things: an example from your own experience, a gap in your preparation and a question for the employer. This keeps the application grounded. You can be a strong seller and still need substantial device-specific training. You can be clinically knowledgeable and still have little experience owning a prospecting pipeline.

Stryker's public role overview distinguishes associate, sales representative, territory and clinical sales positions. It describes different responsibilities across those categories. Use that distinction to guide your reading, not as a universal definition of every company's jobs. [S1]

Worked example: the misleading match

Fictional candidate Maya has sold commercial facility services for four years. She sees a role that includes new business development and assumes it closely matches her current job. A second reading reveals inventory coordination and case-support responsibilities. She has strong account evidence but no experience in those tasks.

Her initial note says, “I already do this job in a different industry.” Her revised note says, “I can bring prospecting discipline and multi-contact account management. I need to understand the product-training process and how the team divides account development, inventory and support responsibilities.”

The revised version gives an interviewer something useful to examine. It preserves Maya's strengths while exposing a real question. It does not make her less ambitious; it makes the transition easier to discuss.

Your role brief

Field	What to record	What to avoid
Commercial responsibility	New accounts, existing accounts, support or a defined mix	Assuming every field role owns the same quota
Product context	Product family and official information to study	Describing clinical benefits from memory
Customer work	Who the posting says the role works with	Inventing a purchasing committee
Operating conditions	Location, travel, scheduling and requirements stated	Treating “remote” as “no field travel”
Readiness	Required and preferred qualifications, separately	Ignoring a requirement because another employer differs

Practice

Choose two postings with similar titles. Write a paragraph explaining one meaningful difference in their responsibilities. Then identify the evidence you would emphasize differently in each application.

A useful answer names a responsibility and an actual example. “Company A is more innovative” is not enough. “The first posting emphasizes account development; I would lead with my prospecting case. The second emphasizes technical education; I would lead with a verified example of teaching a complex process” is a stronger starting point.

YOUR PRACTICE RECORD

One point to apply to my target role:

One claim or assumption to check before using it:

FIELD NOTES / 02

02 / Choose a starting lane

Compare the work, not the prestige

An associate position may offer a structured starting point, but the title does not guarantee a particular training experience, promotion timetable or work pattern. Ask what successful performance means in the first few months, who supervises it and how responsibilities change.

An experienced territory role may make better use of existing commercial skills, but that does not remove product or account-context gaps. A candidate should understand whether the employer expects immediate independent selling, development of a new territory, maintenance of existing business or a combination.

A clinical-support role may suit relevant technical experience. It is still necessary to examine commercial expectations. One Boston Scientific clinical-specialist posting combines education, customer relationships and sales support. That specific example illustrates why “clinical” and “commercial” are not mutually exclusive labels. It does not define every specialist role. [S2]

A practical comparison

Question	Why it changes your choice
What work occupies a normal week?	Distinguishes the role’s routine from its most attractive moments
What must be learned before independent work?	Makes the training requirement concrete
Who owns account strategy and revenue responsibility?	Separates supporting a sale from owning its commercial outcome
What travel, coverage or scheduling expectations apply?	Helps you assess whether the role fits your circumstances
How is progression decided?	Reveals whether the next role has clear criteria or only informal possibilities

Worked decision: two credible choices

Fictional candidate Jordan is a nurse with experience orienting new colleagues. One opportunity emphasizes product education and technical support; another emphasizes developing new accounts. Jordan could explore both, but should not use the same application unchanged.

For the first, Jordan can discuss a confirmed teaching example, how understanding was checked and how questions outside their responsibility were escalated. For the second, Jordan also needs to investigate prospecting, account planning and commercial accountability. Clinical familiarity is relevant context; it is not evidence of having owned a sales target.

Jordan's decision table uses three labels: “evidence available,” “need to learn” and “need employer clarification.” It deliberately avoids a numerical career-fit score. A score can conceal the importance of one unresolved condition, such as an incompatible travel requirement.

Choose a primary lane for now

Select one role family for your next group of applications. Keep a second lane in reserve. This is a preparation choice, not a permanent career decision. A focused lane lets you compare feedback without changing every variable at once.

Write the decision in two sentences: “I am prioritizing this role because these responsibilities match my evidence. Before proceeding, I need to confirm these conditions.” If the first sentence contains only salary or brand recognition, return to the responsibilities.

YOUR PRACTICE RECORD

One point to apply to my target role:

One claim or assumption to check before using it:
