

The Interview Workbook

Practice the conversation. Explain the decision. Learn from the follow-up.

02

ORIGINAL CASES / WORKED EXAMPLES / EDITABLE COMPANIONS

Independent career education. No employer affiliation.

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How to use the workbook

Practice from notes, not a memorized speech. Write your first answer before reading the commentary, then ask someone to challenge one assumption or request one concrete example. Keep the first version: the difference between attempts shows what you learned.

These are original educational exercises for U.S. candidates. They are not actual questions supplied by an employer. Northline Devices, the accounts, products and candidate details in the cases are fictional. No product-performance or clinical claims are established by the cases. Use your own evidence in applications and follow the instructions of the employer whose process you are in.

The workbook produces an evidence bank, a discovery agenda, a presentation outline and two mock-interview records. You can complete it alone by writing the follow-up answers, but a partner can reveal unclear reasoning that feels obvious in your own head. The rubrics identify revisions; they do not predict hiring outcomes.

If an exercise requires information that you do not have, say so. Then explain how you would obtain it. The objective is a defensible response, not the appearance of knowing every answer.

FIELD NOTES / 01

01 / Turn the posting into an agenda

Prepare for responsibilities

Read the current job description and identify the work the employer wants done. List the evidence you have for each central responsibility. Then prepare a question for anything ambiguous. The same story can support several responsibilities, but it should answer the question you were asked rather than become a speech you deliver regardless of context.

Employer materials distinguish associate, territory and clinical-sales work. Some roles combine customer education with commercial support. That variation is why this workbook asks you to begin with the posting instead of a universal medical-sales script. [S1-S2]

Worked agenda

Fictional Northline Devices is interviewing an associate candidate. The brief emphasizes learning an unfamiliar portfolio, supporting the territory team and communicating reliably. It gives no independent-revenue target and no promise of immediate promotion.

The candidate's preparation agenda includes a learning example, a coordination example and a time feedback changed their work. It also includes questions about training, supervision and the responsibilities that follow successful onboarding. A story about personally owning a large territory would be unsuitable if the candidate never did that work.

For an experienced seller, the agenda changes. Keep the learning questions, but add account prioritization, personal contribution to results and how an opportunity was advanced. The change comes from the role's responsibilities, not from a desire to sound more senior.

Practice

Complete three rows: responsibility, evidence story and unresolved question. Ask a partner to choose one row without warning. Explain its story in a short answer, then respond to "What exactly did you do?" If the answer becomes vague, the next step is better evidence rather than more rehearsal.

FIELD NOTES / 02

02 / Build six evidence stories

A story card is a retrieval aid

Create a card for a win, a setback, a difficult conversation, a learning task, a coordination problem and feedback you used. These categories are an editorial practice tool, not a claim that every employer uses six categories.

Each card has context, objective, your decision, action, result, limitations and what you would change. Write fragments rather than paragraphs. That leaves room to adapt the answer to the question. If the result is not numerical, explain the observable outcome without inventing a number.

Worked card: an account stalls

Fictional B2B seller Maya had a customer interested in a commercial-service proposal. The customer stopped responding after the initial meeting. Maya discovered that an operational requirement had not been resolved. She arranged a discussion with her operations colleague and the customer's contact, clarified the requirement and agreed the information needed before the customer could decide.

The result in this example is a clarified next step, not a closed sale. A useful answer might be: "I initially treated interest as progress. When the conversation stalled, I asked what still needed to be resolved. I learned there was an operational question I had not brought into discovery. I involved the right colleague and recorded a specific next step. I would raise that dependency earlier next time."

This answer works because the lesson follows from the action. A weaker version would turn the unresolved opportunity into a win or describe persistence as the only solution.

Ownership correction

"We solved the customer's problem" is incomplete when the interviewer is asking about you. Explain your contribution and the team's contribution separately. "I identified the unresolved question and organized the discussion; my operations colleague supplied the technical answer" is precise.

You do not need to claim all the work to demonstrate value. Knowing when to involve another person is itself a useful behavior when accurately described.

Practice

For each story, write one difficult follow-up. Examples: "How do you know the result?", "What did your colleague do?", "What would the customer say?" and "What remained unresolved?" Then remove any statement you cannot support.