

**6 LOGICAL
QUESTIONS MEDICAL
SALES CANDIDATES
ASK BEFORE THEY
MOVE TO A NEW
COMPANY**



NON C D O R N

Questions are a common part of the recruitment process. Your medical sales company will have crucial questions to ask each candidate about their skills, experience, and work ethic. Additionally, your candidates will have queries about your company's approach to compensation, the benefits and opportunities you can offer, and the culture you cultivate in the workplace.

This is particularly true in the current climate, where skill shortages create greater competition for talent, allowing candidates to be more discerning about which companies they consider working with.

Today's talent isn't willing to accept any relevant role that comes their way. They want evidence that your job will allow them to achieve their professional and financial goals, maintain the right work-life balance, and offer job satisfaction.

Therefore, hiring managers and HR teams must prepare effectively to answer the most critical (and logical) questions their candidates will ask.

In this report, we'll explore why addressing candidate questions and concerns is so important and how you can deliver the perfect responses to 6 of the most common medical sales candidate questions we hear in today's hiring landscape.

The Significance of Candidate Questions



Answering candidate questions at the end of an interview or even before the next stage in your hiring process might initially seem exhausting and frustrating. However, ensuring you can attract and hire the right talent for your team is crucial.

Even if you've worked carefully with a recruitment company to design informative job descriptions and communicated as much information as possible to the medical sales candidate about your open role, they will still want to clarify certain things.

Although 84% of candidates will conduct their research (checking your social media pages, website, and more), they can only gather so much information before being willing to apply for a role. Answering your candidate's questions effectively is how you help them determine whether they're the right fit for the role you're offering.

The right responses also:

Offer Deeper Insights into Candidates

The questions your candidates raise with your hiring team offer valuable insight into their priorities, values, and expectations. While most candidates will naturally want to ensure they're being paid the right salary for their skills, they may also ask questions about your company culture, values, and approach to work-life balance.

These questions help you to identify whether your candidate shares the same values as your organisation. They also provide a behind-the-scenes look at the factors that will engage and motivate your new team members in the future.

For instance, if the first thing your medical sales candidate asks about is available development and learning opportunities, you know you're more likely to keep them motivated and happy in their role by committing to supporting their education.

Enhance Your Employer Brand

Answering candidate questions effectively and insightfully is a great way to strengthen your employer brand. It demonstrates your commitment to delivering an excellent candidate experience through transparent, open, and honest communication.

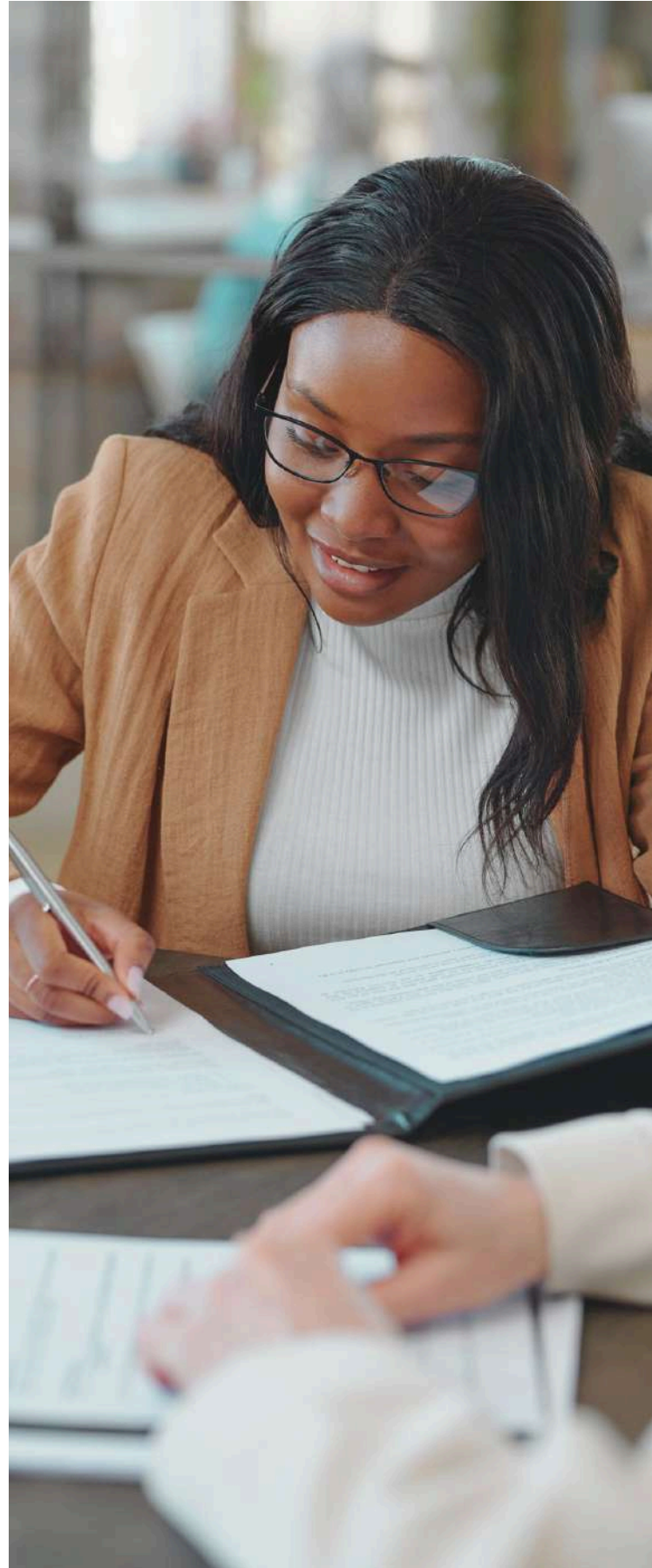
Even if your candidate decides that the role isn't right for them, or you choose to hire a different employee, transparently answering questions increases the chances that your candidates will positively review your company on job sites and career pages as well as talking to their friends and current work colleagues about their experience with you.

Boost the Chances of an Accepted Job Offer

Answering candidate questions throughout the recruitment process ensures you can provide them with all the information they need to make an informed decision when you offer them the position.

As you answer questions about things like compensation and benefits, company culture, work-life balance, diversity, equity, and inclusion, you can demonstrate what makes your organisation special. You'll have an extra chance to draw attention to your unique employee value proposition and remind candidates of why they might want to work with you.

This means you're less likely to get through the candidate screening and assessment process to have someone reject your offer at the final hurdle.



The Six Most Common Questions Asked by Candidates

Medical sales candidates will have many different questions to ask hiring managers and recruitment teams. These queries often fall into several categories, from questions about company culture and values to examinations of career advancement opportunities.

Let's start with the most common one.

1

Compensation and Benefits

Today's candidates aren't just searching for the highest-paying role or the option that offers the most flexibility. However, they still want to be fairly compensated for their skills, knowledge, and commitment to your company.

Around 40% of candidates in one study said that salary was still one of the most important factors they consider when deciding where to work. However, candidates will want to know more than just how much you will pay them.

Usually, compensation and benefit-based questions will include questions about:

Salary and Pay Structure

Aside from finding out how much they will be paid, candidates will appreciate insights into how your compensation package works for each team member. They may ask for insights into how you perform salary benchmarking strategies to ensure that you have a fair and reasonable approach to the process.

They may also want to know how you identify when salary increases are necessary and how open you are to conducting negotiations at regular periods throughout their career. If your company conducts regular salary reviews, mention this and let applicants know when this happens each year.





Additional Financial Benefits

Depending on the medical sales role you're filling, your candidate might expect to be able to access additional financial benefits alongside their standard salary. It's worth finding out whether employees in other, similar companies are frequently rewarded with bonuses or commissions based on the quality of their work.

Even mentioning the competitions you regularly run with team members, which can include financial benefits as rewards, can help elevate your employee value proposition in the eyes of candidates.

Non-Monetary Benefits

Benefits don't have to be linked directly to money to appeal to medical sales candidates. Regardless of how competitive your salary is, most candidates, particularly those in the passive talent pool, will expect you to offer additional benefits, such as access to health insurance, retirement plans, and additional extras.

You can look for unique ways to differentiate your company with the benefits you offer based on what you know your candidate's value. For instance, access to additional holiday time and flexible working opportunities will appeal to people searching for a good work-life balance.

2

Diversity, Equity, and Inclusion

According to Glassdoor, two out of three job candidates in every industry now say that they prioritise working for companies with a strong approach to diversity, equity and inclusion. A robust "DEI" strategy shows candidates that their employer values and supports people from all walks of life and backgrounds.

It shows a commitment to emotional intelligence and mutual respect, indicating that employees can expect a more positive company culture.

To examine your approach to diversity, equity and inclusion, candidates will often ask about:

The Diversity of Your Current Team

Employees may ask about the current dynamics of your medical sales for insights into how many different types of people you have working together. They'll be looking for evidence that you employ people from various backgrounds.

Draw attention to any diversity initiatives you've implemented, such as ensuring executive roles are distributed among people of different genders and races. Focus on how you empower people with varying working styles, disabilities, and challenges to contribute to the team. You can also demonstrate your approach to cross-functional collaboration and how you support people sharing unique perspectives and opinions.





How do You Maintain Equity?

Preserving equity in the workplace means building a culture where everyone is held accountable for their actions and how they interact with others. Unfortunately, bias and discrimination are common in many medical sales workforces.

Explore how your onboarding programs include additional training to help prepare each team member to work respectfully with people from different ages and backgrounds.

Your Approach to Inclusion

Improving inclusion in the workplace is becoming increasingly difficult as hybrid and remote work strategies continue to gain popularity. Your new medical sales candidates will want to see evidence that they'll be embraced as a valuable part of the team, regardless of whether they work in the office or outside.

Draw attention to how you boost inclusivity through team-building exercises that include remote and in-office employees, peer mentoring projects, and cross-functional collaboration campaigns.

Discuss how you address common issues like language gaps between global employees or feelings of isolation among remote workers.

3

Company Culture and Values

Your approach to Diversity, Equity, and Inclusion as a medical sales employer will provide useful insights into your company culture and values. However, there's more to a robust company culture than just a great DEI initiative. Most candidates will want to learn as much as possible about the kind of workplace they will be involved with before accepting a job offer.

Prepare to answer questions about:

Your Leadership Strategy

One of the biggest factors affecting culture in any medical sales team is your company's approach to leading and motivating staff members. Discuss your approach to leadership. Do you embrace a visionary leadership style which encourages every team member to share their insights?

Are you committed to implementing effective feedback loops at work, ensuring team leaders and managers share insights with their employees, and listening to their input in return? How do your leaders motivate staff members and encourage them to cooperate effectively?

Do you regularly train your team leaders to ensure they can keep employees happy and encourage them to give their staff members autonomy at work?

Candidates now have many questions about leadership that need to be answered.



The Company's Values and Vision

According to a recent Gartner study, today's medical sales candidates are looking for purpose in their roles. They want their work to mean something, whether helping make the world better or driving innovation. Be prepared for candidates to ask questions about your mission and vision and give answers that go beyond the simple desire to "make as much money as possible."

Explain the values that drive your team members, such as a quest for innovation or sustainability, and let candidates know how you champion and preserve those values.

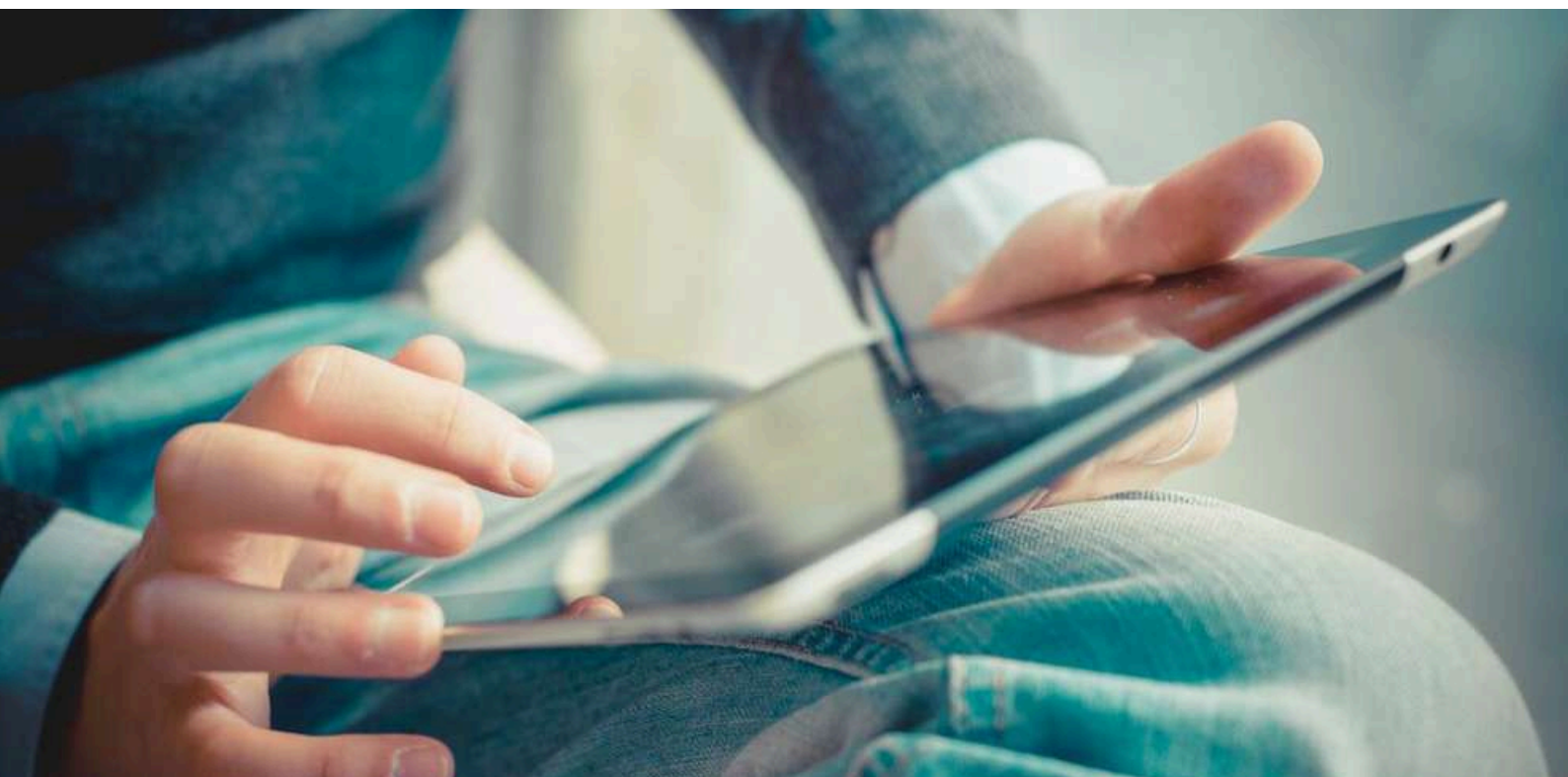
For example, suppose one of your core values is "innovation". In that case, you might run regular training and brainstorming sessions where you ask employees to share ideas on improving the company.

The Workplace Environment

The environment your business offers candidates is affected by more than ergonomic furniture or great decoration. Many candidates will want to see you invested in building a space conducive to their productivity and well-being.

Share insights into what life is like for your existing employees with candidates, discussing things like your in-house nutritional program, the environments employees use to relax after stressful work sessions, and other unique factors.

Discuss how you create a positive atmosphere by regularly celebrating team and individual wins or using gamification to motivate and inspire everyone.



4

Career Development and Growth Opportunities

Whether starting in your industry or applying for an executive-level role, every medical sales candidate will want to see room for growth in your company. This doesn't necessarily mean they'll be looking for promotions immediately, but they will want to know that you'll commit to helping them reach their professional and personal growth.

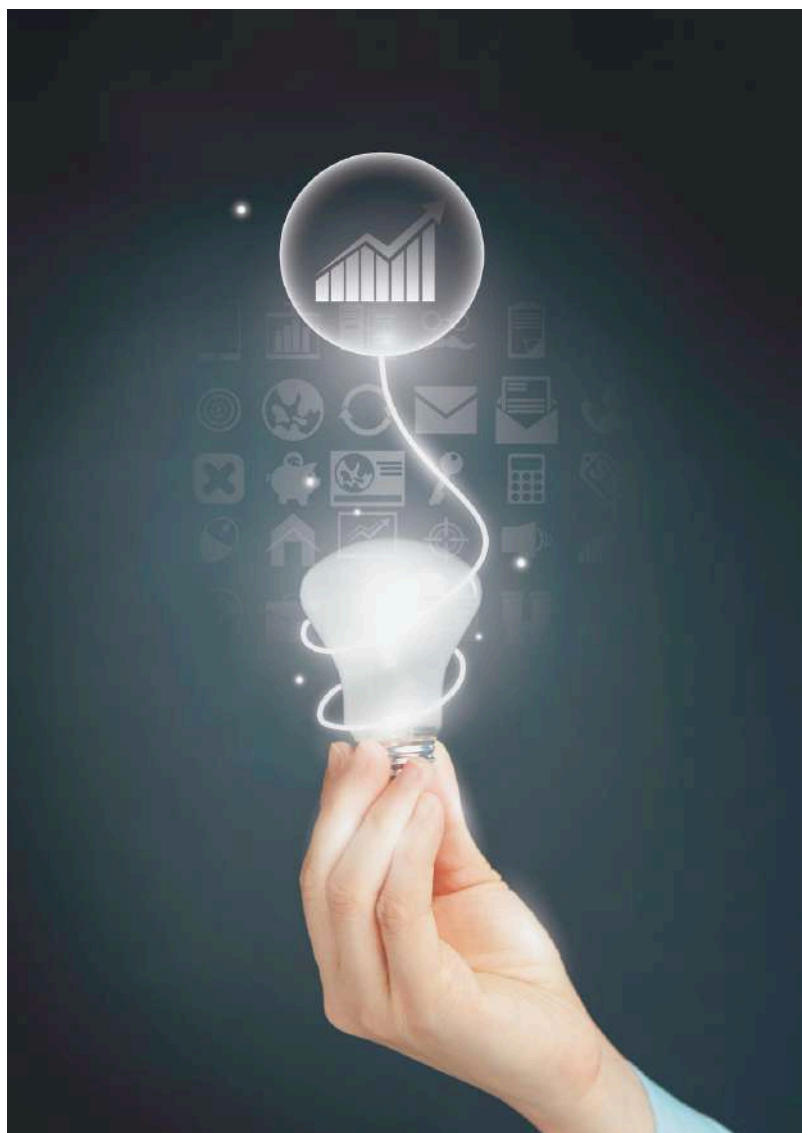
The good news for hiring managers is that questions about career development indicate your candidate has a strong growth mindset and a commitment to lifelong learning, which generally means they'll be more adaptable and resilient team members.

Prepare to answer questions about:

Career Progression and Succession Plans

If your candidate is applying for a role that offers promotional opportunities, outline your approach to succession planning and progression planning. Explore how your team leaders will regularly communicate with team members to understand their goals and guide them on how to apply for higher-paying roles or take on new responsibilities.

Look at the opportunities you offer staff members to help facilitate career progression, such as mentorship programmes or job shadowing. If you regularly promote internal team members, clarify this to your candidate.



Training and Education

Up to a third of candidates won't even bother applying for a role if they find that development and training options aren't available. In today's medical sales space, constantly changing market dynamics, customer preferences, and technologies make constant learning essential.

Show your employees that you're committed to helping them unlock their full potential with access to a wide range of training resources, such as online courses, workshops, and in-person classes. Focus on your approach to tailoring each training opportunity to the needs of individual employees

Other Opportunities for Growth

Personal and professional growth opportunities can stem from more than just promotions and training initiatives. You can offer your employees a range of other resources to help them reach their goals, from access to networking opportunities and events to cross-functional collaboration opportunities and peer-to-peer learning experiences.

You might even fund certain external training programs for employees who want to move into new roles that require additional certifications.



5

Work-Life Balance and Flexibility

No matter how dedicated your medical sales employees are, they'll still want to balance their professional and personal lives effectively. Up to 65% of employees value work-life balance more than exceptional pay and benefits today.

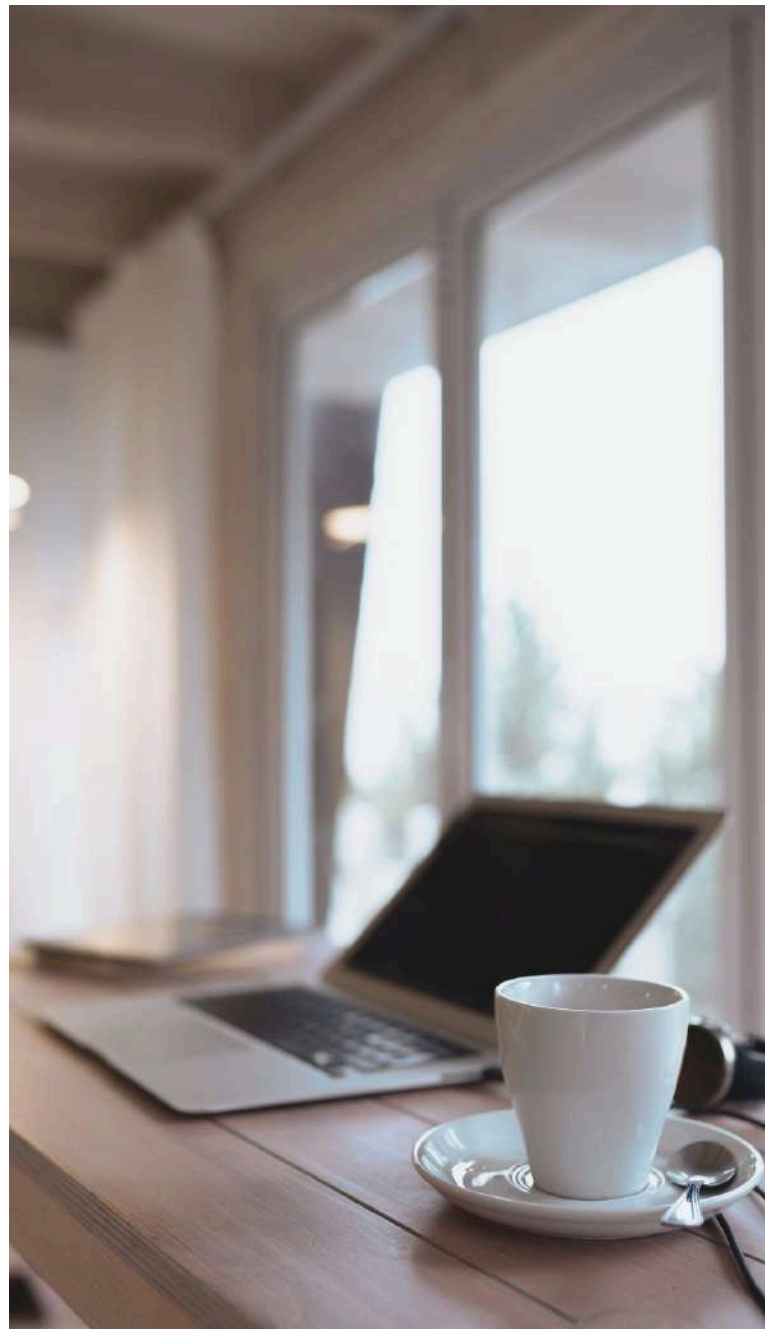
With this in mind, look at how you'll help your employees maintain good balance.

Prepare for questions about:

Flexible Work Arrangements

Do you offer your employees opportunities to work remotely, even part of the time? Can you support flexible schedules if team members need to change their routines suddenly due to personal commitments? If you can't offer remote work opportunities, can you provide other unique benefits, like a four-day workweek?

If you offer remote or hybrid work policies, know what these working styles entail and your expectations for your flexible workers.





Wellness Initiatives

How often do you invest in protecting your employees' mental and physical health? Do you offer access to healthy and nutritional food on-site? Do you have your workplace health centre or gym, or provide discounts to employees who want to join a partner gym?

If your employees have issues with stress or burnout, how do you handle these? Are you committed to giving them the flexibility they need to address these issues?

Workplace Boundaries

One specific area that can significantly impact work-life balance in the modern world is a lack of clear workplace boundaries. Make it clear to your medical sales employees whether you expect them to work overtime regularly or respect their choice to say "no" to additional work requests.

Discuss how you help employees switch off when they leave the office by letting them turn off notifications and sign out of common collaboration tools.

6

Organisational Stability and Future Prospects

Finally, while job security has always been a priority for many medical sales candidates, employees are increasingly concerned about the stability of their companies. In a difficult economy, around 52% of employees say they're constantly worrying about job security.

The unfortunate truth is that no company can guarantee their long-term growth and success, but they can reassure candidates by answering questions about:

Current Performance and Growth

If your company is experiencing exceptional growth and great financial results, sharing this information with your candidates can give them peace of mind.

Sharing insights into your next steps and plans for future growth and how you will continue increasing revenue in the years ahead can be helpful.

Communication Transparency

Last but not least, ensure you're clear with your candidates about how you transparently communicate about any issues your company might be facing. Discussing your company newsletter and how it keeps team members up-to-date on new challenges and opportunities can help build a foundation of trust.

Providing evidence that you'll be clear and honest with candidates if you ever encounter problems can make them more likely to accept your job offer.

Job Redeployment Opportunities

Redeployment opportunities can give candidates some much-needed reassurance that they'll be able to remain with your company, even when issues occur. Letting your candidates know you can search for different positions to move them into if their role becomes unsuitable could help them feel more secure with your company.

Additionally, reminding medical sales candidates that you'll be constantly offering access to upskilling and training opportunities will show them that they should be able to move easily into new opportunities in the future.

Effectively Addressing Candidate Questions



All medical sales candidates will have questions before they move into a new role. Accepting your job offer is the only way to ensure they make the right decision for themselves and their future career. Fortunately, answering these questions correctly can boost your chances of enhancing your employer brand and hiring the right team members.

When you're presented with the questions above, remember to:

Provide as much information as possible

Be detailed when sharing answers about company culture, compensation, development opportunities, etc. Give clear examples and numbers for your candidates to work with, or share documents that can help to answer their questions in more detail.

Be Honest and Transparent

Though you might be trying to "sell" your medical sales company to top talent, don't share inaccurate or exaggerated information. If your business only offers promotional opportunities to employees after they've been with your organisation for two years, be direct and upfront about this.

Prepare for Candidate Questions in Advance

Use feedback from your hiring team, your medical sales recruitment team, and your candidates to determine which questions are most common for your company. This will help you prepare documents, FAQs, and other resources you can share when similar queries arise. You could include an FAQ in your onboarding documentation.

Use Active Listening Techniques

When candidates ask questions about a specific role or opportunity, active listening techniques can help ensure you respond best. Repeat their question to check if you understand exactly what they're asking. Once you've given a response, ask them whether you've addressed all of their concerns effectively.

Promote Your EVP Constantly

Whenever you're answering a medical sales candidate question, use it as an opportunity to promote your unique employee value proposition. Constantly draw attention to the unique benefits of working with your company, whether related to your excellent company culture, training initiatives, or approach to diversity, equity, and inclusion.

About Advance Recruitment

Advance Recruitment is a specialist medtech recruitment agency with a focus on filling commercial positions such as management, sales, marketing and clinical training.

Founded in 1997, we are the longest established recruitment agency in our sector.

Based in Manchester, our in depth knowledge of the medtech sector allows us to help our clients attract the brightest talent and enables our candidates to build exciting and fulfilling careers.

We work with everyone from large, blue-chip multinational companies to SMEs and start up organisations.

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The REC is the voice of the recruitment industry, speaking up for great recruiters.

It drive standards and empowers recruitment businesses to build better futures for their candidates and themselves. They are champions of an industry which is fundamental to the strength of the UK economy.

REC members are recognised for their professionalism and the value they provide to clients and candidates. If a recruitment agency displays the REC logo, it's a sign of quality. It demonstrates that they have passed the REC Compliance Test and adhere to their Code of Professional Practice.

Advance Recruitment's values are aligned to that of the REC and you are guaranteed a high standard of ethical conduct and professional behaviour.

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If you are looking to expand your team, please do not hesitate to give us a call to see how we can save you time on your hiring process.

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www.advancerecruitment.net

Spencer Martin, Business Manager

Its a 10/10 from me! Liv Riley-Royce managed the recruitment process. She was extremely professional in her manner, listened (very important), clear in her communications and overall a pleasure to work with. This was the easiest recruitment process I've been through.

Andy Massey, Sales & Marketing Manager

I started dealing with Advance probably 10 years ago, and they have helped me enormously throughout my journey. Always enjoyed speaking with Dave, Liv and Karen. Had excellent support and advice throughout, and always felt Advance were looking out for my interests, not just to get a sale.

I quickly found myself calling Advance first because of the service. As I've got to know key people at Advance, and as they've got to know me, it's created an excellent working relationship. I feel Advance know the type of candidate I hire, and also the type of role that would be a great fit for me.

I am 100% willing to recommend to colleagues and they are the first people I recommend to anyone who mentions medical recruitment.

Nick Roberts, Sales Director UK and Ireland

Sourcing and selecting talent is one of, if not the most important aspect of a managers role. To build a highly successful, diverse, collaborative & motivated team you need the right people with the right skill sets and the desire to succeed. To help you do this it is imperative that you partner with a recruitment team that knows you and your business inside out and more importantly can identify and source the right people for you.

I have been in medical sales for 29 years and worked with many recruitment teams along the way. Lately I have been working with Advance Recruitment and Karen McCurdy who have been first class. You are not fed CV's en masse but given a select few that they know will suit you, your business and compliment your team dynamics. Advance Recruitment and Karen are a very valuable extension of my team!

