



# THE 7 QUESTIONS MEDICAL SALES EMPLOYERS HAVE ABOUT HIRING NEW TEAM MEMBERS



# NON T C D O R T N

The recruitment process is far from simple for medical sales employers. In addition to handling skill shortages and changing employee preferences, they face diminishing budgets, economic pressures, and an increased need for rapid innovation and growth.

The impact of a bad hiring choice can be significant. It can cost companies up to 30% of a candidate's first year of salary, damage company culture, harm employee morale, and diminish productivity.

That's why employers ask several crucial questions throughout the hiring process to ensure they choose the right candidates for their teams.

You need more than just the right skills to boost your chances of getting the role you want in the medical sales industry. You also need to understand the recruitment process from the employer's perspective and prepare for the key questions they will ask.

This guide will prepare you for the competitive recruitment market by ensuring you can address the needs of potential employers and show the right qualities and attributes through every step of the hiring process.

We'll show you how to position yourself as the ultimate candidate for your ideal employer's needs with a little preparation.

Choosing candidates with the right skills and experience to excel in a role is critical for any medical sales employer. Selecting a candidate with the right competencies means business leaders can spend less time training new team members, and employees can deliver value faster.

In a skills-short market, where employers find it difficult to source skilled candidates, many business leaders are becoming cautious with their job descriptions, prioritising essential skills over nice-to-have extras.

However, they're not just focusing on technical skills. While hard skills in the medical sales industry, such as proficiency with certain software, specific qualifications, or knowledge of certain processes, are crucial, soft skills are becoming increasingly important.

The complexity of the world we live in has prompted 92% of companies to identify critical soft skills as either as important or more valuable than hard skills. Transferrable skills like communication and collaboration and attributes like resiliency and adaptability are becoming increasingly necessary.

Employers use various techniques to assess candidates, from behavioural-based interview questions that offer insights into an employee's characteristics to skill assessments and technical tests. Some companies will use personality tests for deeper insights into attributes like resilience, intrinsic motivation, and proactivity.



## How to Demonstrate the Right Skills and Experience

Start by reviewing the job description issued by the company for insights into any specific skills you should be focusing on, such as technical proficiencies or soft skills like communication.

Research the company to learn more about the qualities they value in employees. If a medical sales company positions itself as an innovative organisation, then demonstrating a commitment to experimentation with new tools and techniques may set you apart from the competition.

It can also help to look at the skills and characteristics that are gaining attention in your industry. Find out if companies in your sector prioritise digital literacy and proficiency with AI or focusing on resilience and adaptability.

Once you've identified the skills and experience that matters most to your potential employer:

### Analyse your skill set

Consider your skill set and experience – do they align with the job description for the role you're applying for? Should you consider investing in additional training, workshops, or certifications? Even showing your potential employer that you're obtaining a new certification or skill can improve your chances of getting a job offer.

### Prepare STAR Responses to interview questions

Prepare to validate your skills during the interview with STAR (Situation, Task, Action, Result) responses to behavioural questions. If you know your employer prioritises resiliency and adaptability, prepare to answer a question like "Tell us about a time when you adapted quickly to a change in your previous workplace." Explain what happened, your challenges, and the methods you implemented to achieve the right results.

### Customize your CV

Adapt your CV to highlight the most important skills to your employer. Remove anything irrelevant to the role, and put your most significant accomplishments, credentials, and education first. Consider adding genuine evidence of your skills. Instead of saying you "worked on the sales team", say you "increased sales by 20% in your first year."

Cultural fit isn't just important for medical sales employees; it matters to employers, too. Hiring team members who fit well into the culture they're trying to build ensures employers can minimise workplace conflicts and build better team environments.

Today's employers often look for both cultural fit and cultural "add" when assessing employees. In other words, they won't just look for team members with the same mindset and priorities as other staff. They'll be looking for people who can bring value into their culture with capabilities and traits that benefit the rest of the team.

This allows organisations to focus on diversity in their hiring process, sourcing team members from different backgrounds to optimise the overall workplace. After all, studies show businesses that focus on diversity in hiring are 25% more likely to outperform their peers.

Diverse hiring practices help businesses improve their employer branding and attract more talent to their teams, which is crucial in a skills-short environment.

Most business leaders will use various methodologies to assess cultural fit and add, from behavioural interview questions that gauge how well candidates can operate in teams to personality tests and cultural fit assessments. They may even involve multiple team members in the interview process and make collaborative hiring decisions.



## How to Show You're a Good Cultural Fit for a Team

To show your potential medical sales employer that you'll support and benefit the company's culture, you first need to understand the company's values. This means learning as much as possible about the business, team dynamics, and the organisation's priorities.

Before applying for a role or heading to an interview, check out your potential employer's website, social media pages, and recent news articles online. Look for insights into the company's vision and mission, the work environment, and the accomplishments of teams.

Pay close attention to initiatives that might help you understand the company's values. For instance, if your medical sales company has an excellent training program, they're looking for employees with a growth mindset and a commitment to continuous learning.

Once you've identified the company culture:

### Prepare for the Interview

During the interview, look for ways to demonstrate your cultural fit. If you know the medical sales company values teamwork, share a story about a successful collaborative project. If innovation is a key cultural component, discuss when you introduced new ideas or improved processes. Be ready to share clear examples of the outcomes you achieved.

### How do You Maintain Equity?

Don't be afraid to ask thoughtful questions about the company culture during the interview. This shows your genuine interest and helps you determine if the company is the right fit for you. Questions like "Can you describe the company's approach to teamwork?" or "What do you enjoy most about the company culture?" can provide deeper insights.

Difficult economic conditions have challenged medical sales companies hiring new talent over the past few years. However, while budgets are limited, most business leaders know they must offer fair and competitive compensation packages to remain compliant with regulations and attract talent in a skills-short industry.

Many business leaders conduct regular research to understand the compensation trends in their market and benchmark salaries for every team member.

Those who struggle to offer the most competitive salaries are also experimenting with new ways to make their roles more appealing to candidates. Offering unique benefits and perks like professional development opportunities, flexible working hours, and well-being initiatives can help organisations attract more talent.

As employee priorities shift and change, many companies may also update their compensation and benefits packages, offering different perks to team members based on their interests or requirements.



## How to Access the Right Compensation

Research salary trends and identify how much your medical sales skills are worth. You can often find valuable information about average compensation packages using salary surveys, professional networks, and job boards.

Before you apply for a role, it's important to understand your market value, which your recruiter can tell you.

When conducting research and preparing for an interview, make sure you:

### Consider the Full Package Offered

Remember that there's more to compensation than your base salary. Sometimes, accepting a slightly lower salary makes sense if you'll also get access to valuable perks, such as flexible working hours or medical sales skill development opportunities. Identify your priorities and how much you're willing to negotiate on salary in advance.

### Upgrade your Negotiation Skills

Be prepared to negotiate on salary and compensation packages when necessary. Be ready to articulate your compensation expectations clearly and confidently. Highlight your skills, experience, and value to the organisation. Be prepared to provide examples of your past achievements and how they have contributed to previous employers, demonstrating why you deserve the compensation you requested.

A medical sales recruitment company can help with these negotiations, providing insights into how you can access additional remuneration or specific perks.



Efficiency is crucial in today's medical sales hiring market. A slow and disruptive hiring process can lead to lost productivity and revenue for many companies. Plus, it increases the chances that employers will miss out on the essential talent they need.

To address these issues, many employers are investing in various techniques to streamline the hiring process. They're implementing standardised interviewing and screening techniques and working with recruitment companies to narrow down candidate options.

Plus, many businesses are using technology to their advantage. ATS (Applicant Tracking System) technologies are excellent for optimising CV management, assessment, and tracking. AI-powered tools can also help companies identify the best candidates based on predefined criteria.

These technologies don't eliminate the need for thoughtful interviews and comprehensive evaluation methods, but they can reduce the time it takes to find the right hire and improve the candidate experience.



## How to Help Streamline the Hiring Process

As a medical sales candidate, your ability to help keep the hiring process as efficient as possible can significantly differentiate you from competitors. The most important thing to focus on here is ensuring you're responsive, professional, and prompt when interacting with an employer. However, preparing to navigate technology systems can help, too.

Focus on:

### Being Prompt and Punctual

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Since the hiring process can be difficult and expensive, and losing employees to turnover can damage a company's profitability, medical sales employers want to ensure they're hiring team members who will thrive with their organisation in the long term.

They'll examine whether candidates have progressed to new roles in other companies or are constantly investing in their education and developing new skills. They may even discuss a candidate's professional development interests and passions and whether they can develop as a leader based on how they managed previous projects.



## How to Demonstrate Long-Term Potential

There are numerous ways medical sales candidates can demonstrate their growth potential throughout the hiring process. From the moment you send your CV to a company, you can draw attention to your history in the industry, what you've achieved so far, and how you're preparing yourself for future growth.

### Share Your Aspirations

Discuss your aspirations in your cover letter or during the interview process. Tell your employer where you want to be five years from now and what you like most about the medical sales industry. Introduce your leadership potential by discussing previous instances where you've taken on a leadership role or managed a project or team.

### Highlight Adaptability

Show your potential employer how you stay adaptable and resilient in the medical sales industry. Discuss how you keep up-to-date on industry trends by following news articles or investing in networking opportunities. During behavioural interview questions, consider how you've overcome obstacles or challenges.

Hiring new employees in the medical sales industry can involve navigating complicated legal considerations. Business leaders need to consider everything from anti-discrimination laws to conducting background checks and ensuring they deliver fair compensation to staff.

While the laws and regulations affecting companies vary, most business leaders must consider wage and hour laws, employment contracts, and right-to-work mandates. In the US, for instance, employers adhere to regulations set by the Civil Rights Act, the Americans with Disabilities Act, and the Fair Labor Standards Act.

Using structured interview and screening processes can also be helpful. Interviews with standardised questions, for instance, help to ensure all candidates are evaluated equally and can improve diversity, equity, and inclusion initiatives.



## How to Prepare for Legal Considerations

The easiest way to ensure you're prepared to bypass any legal concerns a medical sales employer might have when hiring you is to do your research. Learn as much as possible about the hiring laws in your country or location, and ensure you know your rights. Once you've done your research, reduce the risk of potential issues by:

### Providing Accurate Information

Ensure all of the information you share in an interview and include in your CV is accurate and up-to-date. Be truthful and honest. Exaggerating your qualifications, fabricating experiences, and making up false references won't help your career or professional brand long-term.

If you know any potential gaps or issues in your career history, be prepared to answer questions about them. Being upfront about your time away from the medical sales industry will show that you're a trustworthy and honest potential employee.

### Prepare for Reference and Background Checks

Don't make the mistake of listing references at random. Choose your references carefully, and let them know potential employers may contact them. Ensure they can provide positive, relevant information about your skills and experience to hiring managers.

If your medical sales role requires a background check, ensure you're ready to submit all the required information. If you know there are issues in your past, be prepared to explain them constructively and honestly to potential employers.

Finally, today's medical sales employers know that to get the most value out of new hires, they need to prepare them for success with the right onboarding process. Designing comprehensive onboarding programmes that help ease candidates into the company culture, align them with team members, and prepare them to follow new processes significantly improve hiring success.

Comprehensive onboarding programs cover all essential aspects of the new hire's role and provide them with insights into the values and expectations of the company. Some companies even guide employees into what the first few weeks or months in their role will entail.

Most onboarding programs will also include strategies for integrating new hires into the company culture, such as setting them up with mentors or buddies in peer programs. There may even be team-building and social exercises, like team lunches, to build professional relationships.

Plus, many business leaders will regularly check in with new hires, conducting reviews and gathering feedback about their experience in the company to help boost their chances of long-term success.



## Demonstrating Enthusiasm for Onboarding Programmes

The best way to show a new medical sales employer that you will thrive in their team is to demonstrate enthusiasm for onboarding and immersing yourself into the company culture. During the interview, tell the hiring manager how excited you are to become a valuable team member and how eager you are to meet your colleagues.

Other ways to demonstrate enthusiasm include:

### Asking Thoughtful Questions

When you're offered a role at a medical sales company, respond by asking questions about what the onboarding experience will entail. Ask whether there are things you can do to prepare to integrate into the company faster, such as creating accounts on new software tools or learning how to use certain systems in your free time.

### Fully Embrace Every Onboarding Initiative

Even if certain parts of the onboarding process are described as "voluntary", such as attending team lunches, take advantage of the opportunity. Show your willingness to become a valuable team member by taking the initiative wherever you can. For instance, you might seek out other team members to learn more about their impact on your role or ask for extra information about the business and its current goals.

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### Show a Commitment to Learning

Emphasise a commitment to constant learning and professional development. During reviews with your team leader or hiring manager, ask if you can take additional courses or workshops to become more efficient. Set specific goals for your future, and monitor your progress and performance over time.





# 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.

## Memberships



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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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## Joshua Clegg, Product Specialist - Medartis

Dave and Advance are by far the best recruiters I have ever worked with. I discovered Advance when they reached out to me about some roles that they were recruiting for. From the start they have demonstrated a superior level of professionalism but have also made the working relationship a pleasure to be a part of.

Dave and Karen both have exceptional knowledge of the roles that they are recruiting for but also are extremely personable.

I cannot recommend working with Dave and Advance enough, and my expectations from recruiters are now set to a very high standard after dealing with them. I cannot thank them enough for their assistance through the interview process and their genuine investment in their roles.

## Lauren Turner, Clinical Educator - AMBU

Advance Recruitment stood out to me as they specialise in medtech companies and healthcare practices. Karen was incredibly helpful in listening to what my current situation was and helping to find me a solution to that.

With a very quick interview turnaround, I managed to secure a fantastic new role within a week of leaving my job. I've got a new role with a better territory, training and support and a higher income.

Advance Recruitment are lovely to work with, they answered any of my questions very quickly, listened to any concerns I have, and helped with interview preparation.

I have already recommended 2 of my friends to Advance Recruitment and will be happy to recommend again in the future! :)

## Dawood Iqbal, Territory Manager - Teleflex

I have used Advance Recruitment since 2015 and Karen McCurdy has always been on hand to support. Karen has always been professional in her approach but has a friendly and supportive manner which is why I always prefer working with her.

When I contacted Advance Recruitment I instantly felt like a valued partner and was offered roles that were right for me.

Karen helped me find my previous role in 2015 which was a perfect fit for me, I excelled in that role and decided to look for new opportunities in 2023 and again Karen found a role that was exactly what I was looking for in regards to the opportunity itself and career progression.

I would highly recommend that anyone looking for a new role or career advice reach out to Advance Recruitment.

