



**PERFECTING YOUR  
INTERVIEW**  
A Starter Guide

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# welcome to the talent stacker

## PERFECTING YOUR INTERVIEW STARTER GUIDE

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Congratulations - you have an interview scheduled for a potential Salesforce position! In this quick start guide, we are going to provide you with critical tips for how to prepare for your interview, what to remember during the interview process, and how to follow-up after the interview in a way that makes an impact. By deploying these helpful tools and techniques, you will be well on your way to a life changing career in Salesforce!

**LET'S GET STARTED** 

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# ..... before the interview ..... **PREPARATION IS KEY**

## »» **PREP YOUR INTERVIEW SPACE**

You and your environment are your first impression and we know first impressions are key. Interviewing virtually allows you to differentiate yourself, but that can be good or bad.

Make sure you have a clean and polished background, less clutter in the background is typically better. Having a blur effect or virtual background are also good options to help give you a professional look.

## »» **PERFECT YOUR CAMERA ANGLES**

If you can get your hands on a simple web cam that captures in 1080p or 4k that would be ideal - it can make all the difference.

Make sure you have the angle aiming down at you just a little bit if possible and show your shoulders up. Also make sure that you are centered in the shot.



# ..... before the interview ..... **PREPARATION IS KEY**

## »» **LOCK IN YOUR LIGHTING**

Do your best to make sure that the light is coming from in front of you. If it's coming from the side it can create shadows on your face.

If the light is behind you, this can cause you to become a silhouette and can create glares in the camera. A simple ring or umbrella light is all you need for lighting from the front.

If you don't have these handy - sometimes you can use an extra computer monitor set to a bright white image or a lamp with a white t-shirt draped in front of it to soften the light.



# before the interview

## PREPARATION IS KEY

### »» TELL A STORY

Most individuals prepare for interviews by searching the "Top 10 Questions for {insert job title} Interviews." However, this prepares you to sound like a robot and rely on specific questions.

Prepare for interviews by telling compelling stories. Typically a story where you used Salesforce to overcome a challenge and how you did it. Maybe a story about working with a team that had to overcome a big challenge together. Tell the story of what you did and how you contributed to the team's success.

These stories can be dynamic answers - allowing you to use them at the most appropriate times.

YOUR STORY  
POINT NOTES



Use this space to pen notes you would like to get across in your story.

# ..... before the interview ..... **PREPARATION IS KEY**

## »» **HAVE A STRENGTHS & WEAKNESSES LIST**

You should have about 5 topics for both strengths and weaknesses.

If the conversation seems to be leaning towards your weaknesses, do your best to reframe your weaknesses towards strengths. Guiding a conversation can be key to keeping you comfortable and the interview flowing.

For instance, if they ask you about your experience with coding and you don't have any, you might mention you are familiar with Apex, Java, etc., but that your main focus has been on Flow functionality.

Then mention how with Flow, you can do things that used to only be possible with code, and then give an example of a Flow automation you are proud of and how it solved a problem.

Use this space to pen notes on your strengths and weaknesses.

«« **STRENGTHS  
& WEAKNESSES**

# ..... before the interview .....

## PREPARATION IS KEY

### »» SHOW UP EARLY

This might be the most important piece. In a virtual meeting, some of your tech is almost guaranteed to fail. The last thing you want to do is make a bad impression by being late due to technical issues for a tech job.

#### USE THIS QUICK CHECKLIST TO HELP YOU PREPARE



- Be sure your computer is charged and plugged in. Often being on a virtual meeting with cameras and mics running can drain your battery faster than it charges.
- Test your mic and camera prior to the call to make sure they are connected and functioning properly.
- Make sure your family or roommates know you need some quiet.
- If something unforeseen happens be sure to remain calm and handle any issue with a level head. This is a great chance to turn a frustrating situation into a good impression on how you can operate smoothly in chaotic situations.

# ..... before the interview ..... **PREPARATION IS KEY**

## » **PREPARE ANSWERS TO THESE QUESTIONS**

Set yourself up for success by getting comfortable answering these questions out loud. Once you have an idea of what you might like to say, find a buddy to practice with over a video conference or in person so that you are a pro when it comes to nailing the interview when it counts!

**#1 TELL US ABOUT YOURSELF**

**#2 WHAT GOALS DO YOU HAVE FOR YOUR CAREER?**

**#3 ARE YOU INTERESTED IN ANY NICHE/SPECIALTY TOPICS?**

**#4 WHAT IS IT SPECIFICALLY ABOUT THE ROLE WITH OUR COMPANY THAT INTERESTS YOU?**

**#5 WHY DO YOU WANT TO WORK WITH OUR COMPANY IN PARTICULAR?**





# ..... during the interview ..... **KEEP CALM & TELL YOUR STORY**

## »» **GUIDE THE CONVERSATION**

We mentioned this in the previous section (See: **Have a Strengths & Weaknesses List**) but make sure you have reminders to actually use these tactics.

We often get nervous once the interview starts and forget our plan. You can even tape these reminders to the wall behind your camera so you see them when you're looking up at the camera.



## »» **MAKE EYE CONTACT**

In a virtual meeting the center of the camera is the eye of the interviewer. Be sure to look into the camera as much as possible. You may want to practice answering interview questions or telling your stories into your camera lens prior to your interview.

If you have trouble focusing on the camera - add two small stickers or googly eyes to each side of your camera - it might seem silly, but it actually works!

# ..... during the interview ..... **KEEP CALM & TELL YOUR STORY**

## »» **DRESS TO IMPRESS**

We recommend erroring on the side of being overdressed. If you notice the interviewers are dressed down you can mention "I wasn't sure about the company culture around dress attire, sorry if I'm a little over the top here" and get a quick laugh to break the ice.

However, you can't say "I wasn't sure about the company culture around dress attire, sorry if this t-shirt seems underdressed." I mean you can... it's just not a good look.

Prior to your interview, test out wearing different colors and see how they look while on camera. Find a shirt that you feel comfortable in and that looks good in your test run.

### **ASK FOLLOW-UP QUESTIONS**

**Don't forget you are interviewing them as much as they are interviewing you.**

- What would you say the company culture is around meetings?
- What is the company stance around work from home, has that changed since the pandemic or has it always had this policy?
- How do you ensure employees grow as professionals both independently and alongside the company?

# ..... after the interview ..... **MAKE A LASTING IMPRESSION**

## »» FOLLOW UP WITH IMPACT

Send a thank you email, but don't just say "thank you for your time today". We need to have an impact!

My advice is to follow up within 1 hour, yes that fast... why? Let's say they asked you a question in the interview and you realize now you got it horribly wrong, or maybe you said during the interview "I'm not sure, I would have to look into that" as a response.

Well, as an employer I don't want you to prove to me you can "look into that" and get back to me tomorrow. I want to see that you looked into it and got back to me within an hour.

That shows me you are focused on my business, our needs, and showcasing how you can help in a timely manner. Yes, tell them thank you, but bring more depth and meaning to the followup.



# ..... after the interview ..... MAKE A LASTING IMPRESSION

## »» THE 1 WEEK FOLLOW UP

Let's say they still haven't gotten back to you, you're worried they chose someone else, or even worse - just ghosted you. 5-7 days later is an appropriate timeframe to follow up one more time.

I would recommend once again thanking them, but also share some thoughts about their business. Maybe mention some learning you just completed that applies to them or something you saw about Salesforce in the news that might interest them. It's important to do more than the bare minimum.

Then, at the end, ask if they have a general idea of when they might be making a decision on the role and to please let you know.

### WEEK 1 FOLLOW UP EXAMPLE



*Hello {Interviewer Name},*

*I wanted to check in and see how the interview process was going for the {Position Name} role. I just finished the {Badge Name} Super Badge on Trailhead and learned some pretty amazing stuff about {Badge Topic}. I don't know if you noticed but Salesforce just {Recent News About Salesforce}. I was thinking about {Employer Company Name} and how that could definitely impact your use of Salesforce long term. I hope to hear from you soon and look forward to working with your team!*



*{Your Name}  
{Phone Number}  
{Email Address}*

# ..... after the interview ..... **MAKE A LASTING IMPRESSION**

## »» TAKE TIME FOR SELF REFLECTION

It is important to take time to reflect on how you did during your interview and where you might improve in the future.

We can have a tendency to focus on the negative and less on the positives or areas we can work on. Once you send your thank you email - make sure to take some time to reflect.



# ..... after the interview ..... **MAKE A LASTING IMPRESSION**

## »» **STAY IN FRONT OF THE COMPANY, INTERVIEWERS, AND RECRUITERS ON LINKEDIN**

Make sure to recall the names of everyone you interacted with in the interview. Connect with them on LinkedIn and send a personalized message to them thanking them for their time.

Mention something personal about them or a question they asked and do not copy paste the same message to everyone. Go ahead and click the Bell Icon on their profiles so that you get a notification when they post on LinkedIn.

Be sure to comment/like/share their content so that you also stay top of mind for them. This one item could be the difference maker. Go ahead and follow the company and give them a quick shoutout as a company and what a great culture they have.

This can get you in front of the owner and marketing team - the more positive eyes on you the better.



# ..... after the interview ..... **MAKE A LASTING IMPRESSION**



## »» ASK FOR FEEDBACK

When you have an opportunity, especially if they reach out and mention they have selected someone else, be sure to ask for honest feedback. None of this "we are looking for someone with more experience", you want real feedback!

Could I have improved my interview skills? What would you recommend I do starting now to be more impressive for my next opportunity? Get actionable advice.

## »» FAIL FORWARD

Remember you only need 1 "yes" and while a "no" may seem like an absolute fail, it isn't. Nailing interviews is all about relationship building, practice, learning, and growth. Remember you just need one company to say "yes" and you win the game.

..... **join talent stacker** .....

# **NEED ADDITIONAL SUPPORT?**

## **TAKE THE FREE 5 DAY CHALLENGE**

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Interested in Salesforce and the Talent Stacker Salesforce Career Development Program, but want to try it out before you take the plunge? We recommend the Free 5 Day Salesforce Challenge to better understand the Salesforce Ecosystem and how you can break in!

**TAKE THE CHALLENGE**

## **READY TO JOIN TODAY?**

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I need additional support in becoming a Salesforce professional and nailing my interviews. I am ready to dive in today! Where can I find pricing information and get on the waitlist?

**JOIN THE WAITLIST**

**ADDITIONAL FAQs**







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