

# INTERVIEW STORYTELLING: The Edge Top Sales Pros Use

Based on 25 Years of Recruiting Microsoft Dynamics &  
NetSuite Talent



## 1. QUANTIFY EVERYTHING

- Not: "Grew territory significantly."
- But: "Expanded territory from \$2M to 4.8M ARR ARR in 18 months"



## 2. CONNECT THE DOTS

- Not: "Complex ERP implementations."
- But: "Sold into post-acquisition ERP consolidation"



## 3. ASK STRATEGIC QUESTIONS

- Not: "What's the quota?"
- But: "Biggest challenge for deals moving to executive buy-in?"

**THE REAL SECRET:** The interview starts **BEFORE** you walk in

Your LinkedIn profile, research, and understanding set the stage



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# Interview Storytelling: The Edge Top Sales Pros Use to Win Offers

Here's what 25 years of recruiting Microsoft Dynamics & NetSuite sales talent has taught me: The best salespeople aren't always the best interviewees. And it costs them.

I've watched top performers—people who consistently hit 150%+ of quota—walk out of interviews empty-handed because they couldn't translate their success into compelling stories. Meanwhile, candidates with decent (not stellar) numbers walk away with offers because they knew how to position their experience.

## The gap? Interview storytelling.

Most sales professionals think the interview is about proving they can sell. It's not. It's about proving they can solve the specific problems THIS company is facing RIGHT NOW.

## Three things top-performing candidates do differently:

### 1. They quantify everything

**Not:** "I grew my territory significantly"

**But:** "I expanded my territory from \$2M to \$4.8M ARR in 18 months by targeting mid-market manufacturing accounts that were underserved"

### 2. They connect dots the interviewer might miss

**Not:** "I have experience with complex ERP implementations"

**But:** "I've sold into post-acquisition scenarios where the PE firm needed fast ERP consolidation—which I noticed is exactly what you're managing with your recent portfolio company additions"

### 3. They ask questions that demonstrate strategic thinking

**Not:** "What's the quota?"

**But:** "What's the biggest challenge your top performers face when moving deals from technical validation to executive buy-in?"

## The Real Secret

The interview starts before you walk in the room. Your LinkedIn profile, your research on the company, your understanding of their challenges—all of it sets the stage for how the conversation will go.

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*For the hiring managers here: What makes a sales candidate stand out in the first 10 minutes of an interview?*

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