



Interview Checklist

Objective

Increase The Firm's *Win Rate!*

Checklist

- Minimum of two full dress rehearsals in front of non-participating team members
- Timed rehearsals with an agenda
- Practice handling anticipated client objections and concerns
- Presentation assignments. Speakers, note taker, field questions
- View presentation location in advance. Check electrical, lighting, seating and equipment
- Bring our own equipment and back ups
- Identify client's top priorities
- Verify all requirements addressed
- List of all client participants
- Proper name pronunciation
- Background on all client participants reviewed in advance
- Business cards
- Directions to presentation location
- Verify access to the presentation location
- Client point of contact phone numbers
- Handouts & leave behinds
- Arrive one hour early
- Don't criticize the competition
- Don't read slides
- Visit planned site location, take photos and get site plans
- Visit previous client projects

Behavior: Relax, listen, have fun, show passion, be interactive