THE JOB SEEKER'S PLAYBOOK FOR SALES

Get Hired in Sales.

A practical 30-day system for sales job seekers: resume, outreach, interviews, live role-plays and a stronger first 90 days, with AI built in.

For freshers | Career switchers | Experienced sales pros

20 interview questions, with fresher answers

10 objection role-play scripts in Hinglish



25 copy-ready AI prompts for your job hunt

30 day plan from resume to offer letter

Rahul Jha
Sales Training Leader.
Training Head @India's Biggest Edtech Company

Includes the hiring manager's evaluation scorecard

START HERE

Most sales candidates don't fail because they can't sell. They fail because nobody showed them the game.



Rahul Jha
Training Head @India's Biggest Edtech Company

I've trained and evaluated sales teams for years. The same pattern repeats in every hiring cycle: good people get rejected for small, fixable reasons and struggle " How to fix the gap ?" . I wrote this playbook to close the gap between what college teaches and what sales jobs actually demand.

N **Neha**
FRESHER

BA graduate, Lucknow. No sales job yet, but she ran a tuition batch and sold fest passes. **Your answers if you're new.**

S **Sameer**
SWITCHER

2 years in BPO customer support, Jaipur. Wants to move into sales for growth. **Your answers if you're switching.**

A **Arjun**
EXPERIENCED

14 months as an EdTech BDE, Delhi. Hits target, wants a better role. **Your answers if you've sold before.**

Neha, Sameer and Arjun are fictional, built from patterns I see in real candidates. Their answers are models to adapt, not scripts to memorise.

What you'll walk away with

- ✓ A sales resume built to read well in applicant tracking systems (ATS) and in a recruiter's first skim
- ✓ An outreach system that improves your chances of a recruiter reply, with copy-paste scripts
- ✓ An AI workflow that tailors every application in 15 minutes
- ✓ Strong answers to the 20 questions you're most likely to be asked
- ✓ 10 objection scripts for the live role-play round
- ✓ The ability to read an offer letter and calculate your real in-hand pay
- ✓ A 90-day plan to build toward target and spot PIP warning signs early

How to use this book

1

Interview in the next 48 hours? Go to Part 4: the 20 questions and the objection bank.

2

Not getting calls? Read Part 2 (resume + outreach) and Part 3 (AI tailoring) first.

3

Got an offer? Read Part 5 before you sign anything.

4

Starting from zero? Follow the 30-day plan at the back. One task a day.

LOOK FOR THESE

Dark "Hiring Manager's Desk" boxes show what evaluators notice. "If you're new" answers are for freshers and switchers. Black-headed cards (P01–P25) are AI prompts. Replace every [bracket].

Honest small print: no book can guarantee a job or a salary. Salary ranges are indicative and change by city, company and year. Verify current numbers on job portals. Companies named in examples are fictional unless stated. Sources are listed with links on the References page.

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7.4s

Average time a recruiter spends on the first skim of a resume.

Ladders eye-tracking study, 2018

71%

of hiring managers screen applications using applicant tracking systems.

Resume Genius 2026 Hiring Insights · US survey of 1,000

74%

of job seekers surveyed in India said they had used generative AI for their resumes.

Canva × Sago, Jan 2024 · 8-country survey

You're competing against people who already use AI. The edge comes from using it better, and from the sales fundamentals AI can't fake for you in a live mock call.

BEFORE **Before you start**

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BEFORE YOU START

Quick wins: 60 minutes, 6 fixes

Do these today, before you read anything else. They fix the most common reasons good candidates never get a call.

MIN	FIX	EXACTLY WHAT TO DO	PAGE
10	**Rename and re-save your resume**	PDF, named Firstname_Lastname_Sales_Resume.pdf. Delete "Objective", photo, DOB and full address.	A resume that sells you
10	**Add one number to every role**	Calls per day, conversion %, target %, students counselled, revenue. Freshers: tuition students, fest passes sold, events run.	Bullet formula
10	**Fix your LinkedIn headline**	Not "Fresher" or "Student". Use: Role you want | Proof | Languages.	LinkedIn & jobs
10	**Write your 3-line cover note**	Hook (who + proof) → Why this role → Invite a conversation. Paste it into every application.	Outreach
10	**Prepare your 60-second intro**	Background → relevant proof → why this role. Record it on your phone and listen once.	Question 1
10	**Practise one live objection**	"Main soch ke bata deta hoon." Probe → listen → genuine reason to decide → lock the next step.	Objection bank

HIRING MANAGER'S DESK FROM THE HIRING SIDE

When I screen a stack of sales resumes, I'm not looking for the most impressive one. I'm looking for evidence that this person will pick up the phone, keep going after "no", and track their own numbers. A single honest metric ("80 calls a day, 23% call-to-demo") tells me more than a full page of adjectives.

THE INSIDER VIEW

How hiring managers actually score you

Most candidates prepare for questions. The best prepare for the scorecard. This is the kind of rubric a sales hiring panel uses. It's illustrative, not one company's confidential form: a pattern many sales evaluations follow. A blank printable version is in the Toolkit.

ROUND	WHAT THEY SCORE	WHAT A "5/5" LOOKS LIKE
Resume screen seconds	Relevance, numbers, stability, language skills, location fit	**A clear sales or customer-facing story with at least one metric per role**
HR / telephonic screen 10–20 min	Clarity, energy on the phone, intent ("why sales?"), CTC realism, joining date	**Crisp 60-second intro, a real reason for sales, a researched salary range**
Mock call / role-play 5–15 min	Discovery questions, listening, objection handling, confidence, closing the next step	**Asks 2–3 questions before pitching; never accepts a stall; locks a time**
Manager round 20–40 min	Target mindset, resilience, coachability, pipeline thinking, culture fit	**STAR stories with numbers; owns a failure; asks what top performers do differently**
Final / offer	Commitment, notice period, negotiation maturity	**Discusses total package, not just fixed; confirms the start date and sticks to it**

The 6 signals that carry the most weight in sales interviews

1 PHONE ENERGY

Do you sound alive and clear in the first 10 seconds? Many recruiters notice this before content.

2 CURIOSITY

Do you ask before you pitch? Feature-dumping is the most common mock-call failure I see.

3 RESILIENCE

Do you have a system for rejection, or just "I don't take it personally"?

4 NUMBERS

Do you know your own metrics? Sellers who track themselves get coached faster.

5 COACHABILITY

When the panel gives feedback mid-role-play, do you apply it instantly?

6 HONESTY

Inflated numbers get caught in follow-up questions. One lie can end the interview.

HIRING MANAGER'S DESK

THE RED FLAGS THAT END INTERVIEWS EARLY

- ✕ "Sales mein paisa zyada hai" as the main reason
- ✕ "Main kuch aur nahi kar sakta tha"
- ✕ pitching features without one question
- ✕ accepting "I'll think about it"
- ✕ not knowing the company's product
- ✕ numbers that change between your resume and your answer
- ✕ badmouthing a past manager.

1

PART 1

Know the game.

Before you apply anywhere, understand the roles, the career ladder and exactly how sales pay works, including the parts most offer letters don't explain.

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01

PART 1 · KNOW THE GAME

Sales roles & career paths

Sales is the one career where effort shows up in a number every single day. Know which version of it you're signing up for.

EdTech sales roles at a glance

ROLE	WHAT YOU ACTUALLY DO	TYPICAL FRESHER CTC*	GROWTH PATH
Telesales Executive	High-volume outbound calling; daily call and talk-time targets	**₹2L–₹3.5L** fixed + incentives	→ BDE → Inside Sales → TL
Business Development Executive (BDE)	Inbound and outbound leads, demos, closing course sales over phone and WhatsApp	**₹2.5L–₹4.5L** fixed + variable	→ Sr. BDE → Team Lead → Manager
Student / Academic Counsellor	Counsel students on course choice, handle objections, close enrolments	**₹3L–₹5L** fixed + incentives	→ Sr. Counsellor → TL → Academic Head
Inside Sales Executive	Phone and digital-first sales, CRM discipline, structured follow-ups	**₹3L–₹6L** fixed + variable	→ Sr. ISE → Key Accounts → Sales Manager

*Indicative ranges from the author's experience hiring for EdTech sales teams (2025–26). Pay varies widely by company, city and year. Check current postings on job portals before you negotiate.

Sales beyond EdTech

The same core skills (calling, discovery, objection handling, follow-up discipline) transfer across industries. What changes is the cycle length, the ticket size and what interviewers test.

INDUSTRY	COMMON ENTRY ROLES	TYPICAL KPIS	WHAT INTERVIEWS FOCUS ON
EdTech	BDE, counsellor, telesales	Calls, talk-time, demos, enrolments, revenue	Mock counselling call, stall handling, Hinglish comfort
BFSI / lending	Relationship officer, loan sales, credit-card sales	Logins, disbursals, file quality	Product basics, documentation discipline, field readiness
Insurance	Sales officer, tele-insurance, agency development	Policies issued, premium, persistency	Trust-building, needs analysis, compliance awareness
SaaS / B2B tech	SDR / BDR, inside sales	Meetings booked, pipeline value, conversions	Cold email and call writing, research skills, written English
Real estate	Pre-sales, sales executive	Site visits, bookings	Follow-up persistence, local market knowledge, weekend availability
Retail / consumer durables / telecom	Store sales, promoter, field sales	Daily units, attach rates, activations	Customer handling, upselling, stamina

FRESHER REALITY CHECK

- Highest target pressure, fewest filters at entry
- Steep learning curve: product, scripts, objections
- Attrition is highest in the first 90 days (Chapter 12 helps with this)
- Incentives are achievable, but only with consistency

EXPERIENCED ADVANTAGE

- Known benchmarks and faster ramp-up
- Can negotiate salary and choose better-fit teams
- Lower churn: you already know the grind
- Incentives become predictable and stackable

The mindset that gets hired (and keeps you hired)

Rejection is data, not a verdict

Every "no" has a reason. Track it, fix the pattern, and the next 10 calls get better.

Activity is in your control

Conversion depends on many things. Your dials, follow-ups and preparation depend only on you.

Advisor first, seller second

In EdTech you're helping a student make a life decision. Trust closes more than pressure.

Consistency beats peaks

Managers promote the person who hits 105% every month over the one who hits 160% once.

HIRING MANAGER'S DESK — WHAT GROWTH CAN LOOK LIKE

In my experience, consistent top performers in EdTech inside sales often move into senior or team-lead roles within 2–3 years, and their total earnings (fixed + incentives) can grow much faster than in most fresher desk jobs. But that growth is earned month by month. It's not automatic, and it's not typical for people who coast.

02

PART 1 · KNOW THE GAME

Your pay, decoded

"₹3.6 LPA" is not what lands in your account. Learn the difference between CTC, fixed, variable and take-home (in-hand) pay before you say yes.

The four numbers in every sales offer

CTC

Cost to Company. Everything the company could spend on you in a year, including variable pay and employer contributions.

Fixed

The guaranteed part, paid monthly whether you hit target or not.

Variable

Incentives tied to targets. Can be zero, can be far above the "target" amount.

In-hand

What actually reaches your bank after PF, professional tax and income tax.

WORKED EXAMPLE

What does a ₹3.6 LPA offer really pay?

~₹21,800 Fixed in-hand, per month

Illustrative structure. Every company structures salary differently. Always ask HR for the monthly break-up.

Worked example: what does a ₹3.6 LPA offer really pay?

LINE ITEM	PER YEAR	PER MONTH
Total CTC	**₹3,60,000**	—
Variable / incentive at 100% target	₹60,000	~₹5,000*
Fixed CTC	**₹3,00,000**	**₹25,000**
Basic (assumed 50% of fixed)	₹1,50,000	₹12,500
Employer PF (12% of basic, inside CTC)	₹18,000	₹1,500
Gross monthly salary	**₹2,82,000**	**₹23,500**
Employee PF (12% of basic)	–₹18,000	–₹1,500
Professional tax (approx., varies by state)	–₹2,400	–₹200
Income tax (new regime)	₹0	₹0
Fixed in-hand	**~₹2,61,600**	**~₹21,800**

WHAT THIS MEANS

A ₹3.6 LPA offer here means about **₹21,800 guaranteed every month**, plus incentives only if you hit the plan. Budget your life on the fixed in-hand, not the CTC.

WHY TAX IS ZERO HERE

Under the new tax regime for FY 2026-27, salaried people get a ₹75,000 standard deduction, and the Section 87A rebate covers taxable income up to ₹12 lakh. Budget 2026 kept these rules unchanged. Check incometax.gov.in and epfindia.gov.in, or ask a payroll professional, for your own case.

*Incentives are often paid monthly or quarterly per slab, and may be paid in arrears. From 17 September 2026 the EPF wage ceiling for mandatory coverage rose from ₹15,000 to ₹25,000 a month; check how your employer applies it on your payslip. Some CTCs also include gratuity, insurance or meal cards, which are not in-hand cash.

How incentive slabs usually work

Most sales plans pay nothing below a minimum achievement level, then pay more per sale as you cross target. An illustrative slab:

TARGET ACHIEVED	PAYOUT LOGIC (EXAMPLE)	WHAT IT MEANS FOR YOU
Below 70–80%	No incentive (the "gate")	Missing the gate costs you the whole month's variable
80–99%	Base rate per enrolment or % of revenue	Partial payout. Close the gap early in the month.
100–119%	Higher rate on every unit	This is where the plan is designed to pay you well
120%+	Accelerator: a higher % on units above target	Top performers earn most of their upside here

Ask these 8 questions before you accept

01 What is the monthly fixed in-hand after deductions?

02 What exactly is the target (units or revenue) for months 1–3?

03 Is there a ramp-up period with lower targets for new joiners?

04 What's the incentive gate, and how are slabs calculated?

05 When are incentives paid: monthly, quarterly, after refund period?

06 Is there a clawback if a customer cancels or takes a refund?

07 What is the probation period and the notice period?

08 Is there any bond, training-cost recovery or security deposit?

Compare offers on in-hand, not CTC

An illustrative comparison using the same assumptions as above (basic = 50% of fixed, PF at 12% of basic, ~₹200 professional tax):

	Offer A	Offer B
HEADLINE CTC	**₹4.2 LPA**	**₹3.8 LPA**
FIXED / VARIABLE	₹3.0L fixed + ₹1.2L variable (80% gate)	₹3.3L fixed + ₹0.5L variable
GUARANTEED MONTHLY IN-HAND	**~₹21,800**	**~₹24,000**
BEST FOR	Confident closers who expect to cross the gate from month 2–3	Freshers who need stable income while they ramp up

HIRING MANAGER'S DESK — THE CTC TRAP

Offer A looks ₹40,000 bigger, but pays ~₹2,200 less every month unless you hit the incentive gate. Neither is "better". It depends on your confidence, your finances and how realistic the target is. Ask: **"What did a typical new joiner earn in incentives in their first quarter?"**

WALK AWAY IF

A company asks you to pay a registration fee, "training fee", laptop deposit or "security amount" to join. Genuine employers generally don't charge candidates a fee to join. More on fake offers in Chapter 5.

2

PART 2

Get shortlisted.

Finding a job is itself a sales job. You are the product. Your resume is the brochure, LinkedIn is the website, and outreach is the cold call.

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03

PART 2 · GET SHORTLISTED

A resume that sells you

A 2018 Ladders eye-tracking study found recruiters spend about 7.4 seconds on the first skim. Your resume is your first sales pitch, so make those seconds count.

Write results, not duties

✕ WEAK	✓ STRONG
Responsible for making sales calls	**Made 80+ outbound calls daily; achieved a 23% call-to-demo conversion rate**
Handled customer objections	**Closed ₹4.2L revenue in March by handling "price too high" objections with a value-framing approach**
Worked with a team to meet targets	**Achieved 135% of monthly sales target for 3 consecutive months (Dec–Feb)**
Good communication skills	**Ran 200+ student counselling sessions with 48% conversion to paid enrolments**

The sales resume structure

SECTION	WHAT TO WRITE	LENGTH
Header	Name · phone · professional email · LinkedIn URL · city. No photo, DOB or full address.	1–2 lines
Summary	Target role + your strongest proof + what you bring. No "Objective" (outdated).	3 lines
Key skills	Lead generation · CRM · objection handling · target achievement · languages	6–8 skills
Experience	Company · role · dates · 3–4 achievement bullets with numbers	4 bullets per job
Projects / activities	Freshers: tuition, fest sales, college events, internships, part-time work	2–3 items
Education	Degree · college · year · % or CGPA (if good)	2–3 lines
Languages	Hindi, English + regional. A real advantage in EdTech and BFSI.	1 line

BULLET FORMULA

Action verb + What you did + Result

Never write what you were supposed to do. Write what you achieved, with a number you can explain in the interview.

No sales experience? Translate what you've done

Freshers and switchers do have sales evidence. They just haven't labelled it. Interviewers want proof that you can persuade, persist and track numbers.

WHAT YOU DID	HOW TO WRITE IT AS SALES EVIDENCE
Ran a tuition batch (Neha)	Grew a home-tuition batch from 4 to 15 students in 6 months through parent referrals and demo classes
College fest team	Sold 120+ fest passes in 5 days by pitching in 4 nearby colleges; top seller on a 10-member team
BPO customer support (Sameer)	Handled 60+ customer calls daily with a 92% quality score; converted 15–20 service calls a month into plan upgrades
Family shop / business	Managed billing and upsold accessories at a family electronics store; raised average bill value by suggesting add-ons
Internship (any field)	Called 300+ leads for a 6-week internship drive; booked 42 demo sessions

NEVER INVENT A NUMBER

If you don't know the exact figure, use a range you can defend ("15–20 a month") or describe the scale without a number. Interviewers will ask "How did you measure that?" Inflated metrics are the fastest way to fail a sales interview.

ATS keywords for sales resumes

Include the ones that are true for you, naturally, inside bullets and the skills line. Many ATS platforms store candidate profiles and help recruiters filter them; recruiters type words like these into the search.

SALES

Lead generation · CRM · pipeline management · target achievement · conversion rate · revenue generation · inbound/outbound · customer acquisition · follow-ups

EDTECH

Student counselling · academic counselling · course enrolment · batch closure · objection handling · WhatsApp outreach · career guidance · demo sessions

TOOLS

Salesforce · Zoho CRM · LeadSquared · Freshsales · Google Sheets · Excel · WhatsApp Business · dialer / telecalling software

Power move: two versions

ATS version
Plain, single column, no tables or icons, for portal applications.

Designed version
Clean Canva/Word layout, for direct WhatsApp or email to recruiters.

Before you send

- [ ] Phone and email correct
- [ ] No spelling errors (read aloud once)
- [ ] 2+ number-backed bullets per role
- [ ] Saved as PDF, named properly
- [ ] LinkedIn URL matches your profile
- [ ] 1 page (fresher), max 2 (experienced)
- [ ] Simple font, 10–12 pt

Sample resume: Arjun (experienced BDE)

ARJUN MEHRA

Delhi · [phone] · arjun.mehra.[x]@gmail.com · linkedin.com/in/[profile]

SUMMARY

EdTech Business Development Executive with 14 months of inside sales experience. Averaged 124% of monthly enrolment target over 6 months through structured discovery and objection handling. Fluent in Hindi and English.

KEY SKILLS

Student counselling · Objection handling · LeadSquared CRM · Pipeline management · WhatsApp outreach · Demo conversion

EXPERIENCE

Business Development Executive, [EdTech company], Delhi · Aug 2025 – present

- Made 80+ outbound calls daily; achieved a 23% call-to-demo conversion rate
- Averaged 31 enrolments/month against a target of 25 (124%) over 6 months; best month 38
- Cut follow-up time on hot leads from 4 days to under 24 hours using CRM tasks
- Ranked #2 of 18 in the induction batch for mock-call scores

EDUCATION

B.Com, [College], University of Delhi · 2025 · 68%

LANGUAGES

Hindi (native) · English (professional) · Punjabi (conversational)

WHY IT WORKS

- ✓ Summary = role + proof + strength in 3 lines
- ✓ Every bullet has a number Arjun can explain
- ✓ Shows the process (CRM follow-ups), not just results
- ✓ One page, single column, ATS-readable

04

PART 2 · GET SHORTLISTED

LinkedIn & where to find jobs

Distribute the product, strategically. Don't scatter it everywhere at random.

Platform-by-platform strategy

PLATFORM	BEST FOR	WHAT TO DO	HOW OFTEN
Employee referrals	Highest-quality shortlists	Ask people you know at target companies first, before applying cold	Always first
LinkedIn	Direct recruiter contact, branding	Optimise profile, Easy Apply (add a note where the form allows), connect with recruiters	Daily
Naukri	Volume across EdTech, BFSI, IT	Complete profile, job alerts, tailored applications	Daily
Indeed / Shine / foundit / apna	Mid-size firms, telecalling roles	100% profile, alerts for "sales + [industry] + city"	2–3×/week
Company career pages	Direct applications, less competition	Shortlist 15 target companies; check weekly	Weekly
Government portal	Verified listings, job fairs	Register on National Career Service (ncs.gov.in)	Weekly
WhatsApp / Telegram groups	Local and urgent openings	Join trusted groups only; verify every employer (Chapter 5)	As needed

LinkedIn profile for sales roles

Photo	Clear face, good light, plain background. Smiling works.
Headline	Never just "Fresher". Role + proof + languages.
About	4–6 lines: who you are, proof, what you're looking for.
Experience	Same number-backed bullets as your resume.
Skills	Sales, Lead Generation, CRM, Telecalling, Negotiation; pin the top 3.
Open to Work	Switch it on (recruiter-only mode is fine).
Education	Complete it. Alumni searches lead to referrals.

Headline: weak vs strong

✕ WEAK	✓ STRONG
Fresher | Looking for job	**Aspiring Inside Sales Executive | Grew a tuition batch 4→15 students | Hindi · English**
Customer Support Executive	**Customer Support → Sales | 60+ calls/day, 92% quality | Converting service calls into upgrades**
BDE at EdTech	**EdTech BDE | 124% avg target achievement | Student counselling · LeadSquared · Objection handling**

Search smart, not just hard

Your daily job-search routine (60–90 minutes)

TIME	BLOCK	WHAT YOU DO
15 min	Fresh postings	Check alerts and "last 24 hours" filters; shortlist 3–5 good-fit roles
30 min	Tailor + apply	Decode the JD (P01), tailor your resume (P02), apply with your 3-line note
20 min	Outreach	5 personalised messages to recruiters or alumni at those companies
10 min	Follow-ups	Reply to responses; one follow-up on anything 3–4 working days old
10 min	Practise	One interview question or one objection, out loud
5 min	Track	Update your tracker (template at the back). What gets measured gets better.

1 Use keyword combinations: "BDE EdTech Delhi", "inside sales fresher Jaipur", "academic counsellor Hindi".

2 Filter "Posted in last 24 hours / 3 days". Early applicants are seen before the pile grows.

3 Target companies with 50–500 employees. In my experience they often hire faster, with fewer rounds.

4 Where the application permits it, include a relevant note: your 3-line cover note.

HIRING MANAGER'S DESK — QUALITY BEATS VOLUME

Ten applications a day is a good rhythm only if each one is tailored. Five researched, tailored applications plus five recruiter messages will usually beat 30 blind clicks. Track your own reply rate weekly (template at the back) and adjust. Your numbers will tell you what works.

05

PART 2 · GET SHORTLISTED

Outreach that gets replies

Applying is the baseline. What converts is the outreach you do alongside it: directly to recruiters and hiring managers.

1 · The 3-line cover note

Most applicants leave the cover-note box empty. A specific 3-line note immediately separates you from them.

1 Hook	2 Connect	3 Invite
Who you are + one proof point	Why this role / company	Readiness + a conversation

EXPERIENCED · ARJUN

"Hi, I'm Arjun, an EdTech BDE with 14 months of inside sales experience, averaging 124% of my monthly enrolment target. Your Academic Counsellor role matches the student-first counselling I do every day. I'd welcome a quick conversation about how I can contribute from week one."

FRESHER · NEHA

"Hi, I'm Neha, a BA graduate who grew a tuition batch from 4 to 15 students through parent conversations and demo classes. I'm keen to build a career in student counselling, and your role's focus on guiding exam aspirants excites me. I'd love a chance to show you how I counsel."

2 · LinkedIn: find the right recruiter, then connect

1. Search "Talent Acquisition [Company]" or "Recruiter [Company]". Shortlist 3–5 people.
2. Send a connection request with a note (below).
3. After they accept, send the follow-up with your resume. Follow up once after 3–4 working days if there's no reply, then stop.

CONNECTION NOTE

"Hi [Name], I'm [Your Name], exploring [BDE / Counsellor] roles at [Company]. I've applied through [portal] and wanted to connect directly. Would be glad to be in your network!"

AFTER THEY ACCEPT

"Thank you for connecting, [Name]! I'm keen on the [Role] opening. [One-line proof: e.g. 124% avg target / grew a tuition batch 4→15]. I've attached my resume, and I'm happy to do a quick 10-minute call whenever convenient."

3 · WhatsApp to recruiters

Only message numbers recruiters have published for hiring (on a job post, LinkedIn or the company site). Weekdays, 10 am – 6 pm.

WHATSAPP TEMPLATE

"Hi [Name], this is [Your Name]. I'm applying for the [Role] position at [Company] and saw your details on [LinkedIn / Naukri]. I have [X months of inside-sales experience / customer-facing experience] with [one proof point]. I've applied on the portal too. May I share my resume? Happy to talk at a time that suits you.
[Name] · [Phone] · [LinkedIn URL]"

Do's and don'ts that decide replies

✕ GETS YOU IGNORED	✓ GETS YOU NOTICED
"Hi, any openings?"	**Mention the specific role and one proof point**
Resume with no introduction	**Two lines of context, then the resume**
3+ follow-ups in 2 days	**One follow-up after 3–4 working days**
"Sir/Ma'am please help me get a job"	**Speak as an equal professional**
"I am hardworking and a team player"	**"I averaged 124% of target last quarter"**
Messages at 11 pm or 7 am	**Weekdays, 10 am – 6 pm**

HIRING MANAGER'S DESK — RUN OUTREACH LIKE A SALES FUNNEL

Track it like pipeline: messages sent → accepted → replied → calls → interviews. If acceptances are low, fix your profile and note. If replies are low, fix your follow-up. If calls don't become interviews, fix your phone pitch. Don't guess. Look at which stage leaks.

01	02	03	04	05
Sent	**Accepted**	**Replied**	**Calls**	**Interviews**

Spot fake job offers before they cost you

Sales and telecalling roles attract a lot of fake "recruiters". The Government of India's Sanchar Saathi advisory warns about job offers that ask for money or bank details, or come from unofficial email addresses.

✕ RED FLAGS

- ✕ Any fee: registration, training, ID card, laptop deposit
- ✕ Offer letter without a real interview
- ✕ "Pay today or lose the seat" pressure
- ✕ Gmail/Yahoo IDs, WhatsApp-only contact
- ✕ Asks for OTP, UPI PIN or bank login
- ✕ ₹40,000/week for "simple work from home"

✓ WHAT TO DO

- ✓ Verify on the company's official website and official phone number
- ✓ Search "[company] fraud" or "[company] scam" before sharing documents
- ✓ Report suspicious calls/messages on sancharsaathi.gov.in
- ✓ Lost money? Report at cybercrime.gov.in or call 1930 immediately

LOST MONEY TO A FAKE OFFER?

Call the national cybercrime helpline 1930 immediately, then file a report at cybercrime.gov.in. The sooner you report, the better the chance of recovery.

3

PART 3

Your AI advantage.

Use AI to do in 15 minutes what used to take 2 hours: decode the job, tailor the resume, research the company, and practise the interview out loud.

06 The AI job-search workflow 31

07 25-prompt pack 34

06

PART 3 · YOUR AI ADVANTAGE

The AI job-search workflow

AI won't get you the job. A candidate who uses AI well will beat one who doesn't, and will easily beat one who uses it lazily.

80%

of hiring managers say they can often spot an AI-written resume.

Resume Genius 2026 Hiring Insights · US survey of 1,000

59%

say using AI signals a candidate's adaptability.

Resume Genius 2026 · same survey

Both are true at once. Recruiters don't punish AI use. They punish generic AI output: "results-driven dynamic professional who spearheaded synergies". Feed AI your real numbers and stories, and make it question you instead of writing for you.

Your free toolkit (pick one main assistant)

TOOL	USE IT FOR	NOTE
ChatGPT chatgpt.com	Tailoring, drafting, voice-mode mock interviews	Free plan has limits. In India, ChatGPT Go was offered free for 12 months to users who signed up from Nov 2025, so check your account.
Gemini gemini.google.com	Same jobs; handy if you live in Gmail and Docs	Free plan with daily limits
Claude claude.ai	Detailed feedback on resumes and long answers	Free plan with daily limits
Perplexity perplexity.ai	Company research with sources	Always open the source links

Tool plans and offers checked November 2026. They change often; confirm current terms on each provider's site.

The 6 workflows

1 · Decode the job description · 5 min

P01 Decode this JD — WORKFLOW 1

Here is a sales job description: [paste JD]. Explain it for a candidate: (1) what this person does every day, (2) the KPIs they'll likely be measured on, (3) must-have vs nice-to-have skills, (4) red flags or unclear terms (e.g. vague incentives, field work, fees), (5) the 3 questions I should ask the interviewer. Label any guess as "unclear".

2 · Tailor your resume without lying · 10 min

P02 Tailor my resume — WORKFLOW 2

Act as a sales recruiter for this role. JD: [paste]. My resume: [paste, phone/email removed]. Give me: (1) the top 12 keywords from the JD marked Present / Weak / Missing in my resume, (2) the 3 biggest reasons you might reject me, (3) rewritten bullets using ONLY facts already in my resume. Do not add any number, tool or experience I haven't mentioned. If a number is missing, ask me for it.

RULES THAT PROTECT YOU

- Never paste Aadhaar, PAN, bank details or OTPs into any AI
- Replace your phone and email with [placeholders]
- Verify every company fact before you repeat it
- Don't use AI during a live interview or test unless the employer explicitly allows it; most treat it as cheating.

REMOVE THE "AI TELLS"

- Delete: spearheaded, synergy, dynamic, results-driven, passionate
- Every bullet needs a number you can explain
- Vary sentence length; read it aloud
- Add one line only you could write

3 · Research the company in 10 minutes

P11 Company brief with sources — WORKFLOW 3

Create a one-page brief on [company] for a [role] interview, with a source link for each point: what they sell and to whom, price range of their main products, top 3 competitors and how they differ, news from the last 6 months, and what their sales team likely struggles with. Say clearly if something couldn't be found.

Then do this yourself: download their app, attend a free demo and read 10 recent reviews. "I tried your free mock test last night..." beats anything AI can write.

4 · Practise the interview out loud (voice mode)

P15 Voice mock interviewer — WORKFLOW 4

Interview me as a sales hiring manager for a [role] at a [industry] company. My resume: [paste]. One question at a time, in English with some Hindi; push back when I'm vague. After 8 questions, score me and give my top 3 fixes. Full version: P15.

5 · Spar with an AI customer

P19 Objection sparring partner — WORKFLOW 5

Play a hesitant [student / parent] I'm calling about a [₹15,000 course]. In Hinglish, raise [price, "YouTube pe free hai", "parents se poochna hai"] one at a time. After 8 exchanges, rate my discovery, listening, objection handling and close. Full version: P19.

6 · Debrief and follow up

P18 Post-interview debrief — WORKFLOW 6

I finished [round] for [role]. Questions and my answers: [notes]. Which answers were weak and how do I fix them? Then draft a 60-word thank-you mentioning [specific detail].

07

PART 3 · YOUR AI ADVANTAGE

The 25-prompt pack

Copy, replace every [bracket] with your real details, and save the ones that work in your own notes app.

P01 Decode this JD

RESUME & PROFILE

Here is a sales job description: [paste JD]. Explain: (1) what this person does daily, (2) the KPIs they'll be measured on, (3) must-have vs nice-to-have skills, (4) red flags or unclear terms, (5) 3 questions I should ask the interviewer. Label guesses as "unclear".

P02 Tailor my resume, no lies

RESUME & PROFILE

Act as a sales recruiter. JD: [paste]. My resume: [paste, contact details removed]. Give the top 12 JD keywords as Present / Weak / Missing, the 3 biggest reasons you'd reject me, and rewritten bullets using ONLY facts in my resume. Ask me for missing numbers; never invent them.

P03 Turn non-sales work into sales proof

RESUME & PROFILE

Here's what I've done: [tuition / fest / BPO / family business / internship, with details]. Turn each into one resume bullet that shows persuasion, persistence or target-thinking. Use Action + What + Result. If you need a number, ask me. Don't exaggerate.

P04 3-line summary

RESUME & PROFILE

Write 3 options for a 3-line resume summary for a [role] application. Facts: [experience, strongest proof, languages]. Specific, no buzzwords (results-driven, dynamic, passionate).

P05 Exaggeration & AI-tell check

RESUME & PROFILE

Read my resume: [paste]. Flag every line that sounds AI-written, generic or hard to defend in an interview. For each, ask me what really happened and suggest an honest, specific version.

P06 Headline + About

LINKEDIN & OUTREACH

Write 5 LinkedIn headline options (role | proof | languages) and a first-person About section of 120–180 words for a [role] seeker. Facts: [paste]. Only my facts. No buzzwords.

P07 Personalised connection note

LINKEDIN & OUTREACH

Write a LinkedIn connection note under 280 characters to [name], [title] at [company]. Context: I'm applying for [role]; one genuine detail about them: [detail]. Friendly, professional, no job begging.

P08 3-line cover note

LINKEDIN & OUTREACH

Write a 3-line cover note for [role] at [company]: line 1 who I am + one proof ([proof]), line 2 why this role ([reason]), line 3 an invitation to talk. Under 70 words.

P09 WhatsApp to recruiter

LINKEDIN & OUTREACH

Draft a short WhatsApp message to a recruiter whose hiring number is published on [where]. Role: [role]. My proof: [one line]. Mention I've applied on [portal]. Polite, under 70 words.

P10 One polite follow-up

LINKEDIN & OUTREACH

Write a follow-up for my [role] application sent on [date] to [name] with no reply yet. Under 60 words, confident, not desperate, with one new proof point: [point].

P11 Company brief with sources

RESEARCH

Create a one-page brief on [company] for a [role] interview, with a source link for each point: products and price range, customers, top 3 competitors and differences, news from the last 6 months, likely sales-team challenges. Say if something couldn't be found.

P12 "Why us?" builder

RESEARCH

Compare [company] with [competitor 1] and [competitor 2] for a student or customer choosing between them. Give 3 genuine differentiators I could mention in an interview, with sources. Mark anything unverified.

P13 Salary research plan

RESEARCH

I'm interviewing for [role] in [city] with [experience]. Don't give me a salary number from memory. Instead, tell me exactly where and how to research current ranges (portals, filters, people to ask), and how to present a range in the interview.

P14 60-second intro builder

INTERVIEW PRACTICE

Help me build a 60-second "Tell me about yourself" for a [role]. Facts: [background, proof, why sales]. Structure: background → relevant proof → why this role. Give bullet points, not a script. Then ask me to say it aloud and critique it.

P15 Voice mock interviewer

INTERVIEW PRACTICE

You're a sales hiring manager at a [industry] company hiring a [role]. My resume: [paste]. Interview me in English with some Hindi. One question at a time; push back when I'm vague. After 8 questions, score me out of 10 on clarity, energy, evidence, sales thinking and honesty, with my top 3 fixes. Practice feedback only.

P16 STAR story builder

INTERVIEW PRACTICE

Help me turn this real experience into a STAR answer under 90 seconds: [describe]. First ask me 3 questions about my exact actions and any real numbers. Never add events I didn't describe.

P17 Drill one question

INTERVIEW PRACTICE

Ask me "[question]" as a tough sales manager. After my answer, tell me what an interviewer would think, rate it out of 10, and show a stronger structure (not a script). Repeat 3 times.

P18 Post-interview debrief

INTERVIEW PRACTICE

I finished [round] for [role]. Questions and my answers: [notes]. Tell me which answers were weak and how to fix them. Then draft a 60-word thank-you message mentioning [specific detail].

P19 Objection sparring partner

ROLE-PLAY & SALES SKILLS

Play a [student / parent / customer] I'm calling about [product, price]. Be realistic and hesitant. Raise these objections one at a time in Hinglish: [list]. After 8 exchanges, rate my discovery, listening, objection handling and next-step close, with the lines I should have used.

P20 "Sell me this" coach

ROLE-PLAY & SALES SKILLS

Ask me to sell you [pen / course / product]. Respond like a real buyer with one hidden need and two objections. Afterwards, score whether I asked discovery questions before pitching, linked features to your need, and closed.

P21 Cold-call opener trainer

ROLE-PLAY & SALES SKILLS

Give me 5 cold-call openers for [product] to [audience] that earn the next 30 seconds without sounding scripted. Then play the prospect and let me practise each one.

P22 Call review

ROLE-PLAY & SALES SKILLS

Here are notes from my practice call: [paste]. Using this structure — open, discovery, diagnosis, pitch-to-need, objection handling, next step — tell me where I lost control of the call and what to say instead.

P23 Explain my offer

OFFER & FIRST 90 DAYS

Here are the terms from my offer letter: [CTC, fixed, variable, incentive slabs, probation, notice, clawback, bond]. Explain each in simple words, estimate my monthly fixed in-hand, and list questions to ask HR before accepting. Remind me never to pay any fee to join.

P24 30-60-90 day plan

OFFER & FIRST 90 DAYS

I've joined as a [role] at a [company type]. Target: [target]. Build a 30-60-90 day plan: product mastery, call quality, activity targets and weekly self-review. Include the warning signs that I'm falling behind.

P25 Weekly job-search funnel review

OFFER & FIRST 90 DAYS

My job search this week: applications [n], HR messages [n], accepted [n], replies [n], calls [n], interviews [n]. Find the stage that's leaking most and give me 3 specific changes for next week.

4

PART 4

Crack every round.

A sales interview is a sales call. You are the product, the interviewer is the buyer, and the next round is the close.

08	The rounds & how to prepare	40
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10	Objection role-play bank	68

08

PART 4 · CRACK EVERY ROUND

The rounds & how to prepare

Many candidates prepare for questions and then get rejected in a round they didn't expect: the voice test, the mock call or the group discussion.

Know the rounds before you walk in

ROUND	WHAT HAPPENS	HOW TO PREPARE
Online / aptitude test	Basic maths, reasoning, English; sometimes a typing test	Practise timed aptitude sets; a typing test on a free site
Voice / English assessment	Automated or recorded spoken-English test (common in BPO and telesales)	Read aloud daily; record answers; speak slowly and clearly
HR telephonic screen	Intro, why sales, location, joining date, CTC	60-sec intro, salary range, a quiet room, phone charged
Mock sales call / role-play	You sell a pen, a course or their product; panel plays a hesitant customer	Chapter 10: discovery first, 5P objection handling, lock the next step
Group discussion	6–12 candidates discuss a topic for 10–20 min	Enter early, build on others, summarise. Don't shout over people.
Manager / team-lead round	Targets, rejection, pipeline, STAR stories	Chapter 9 questions 4, 9, 12–14; know your numbers
Final / HR offer	Package, notice period, documents	Chapter 11: negotiation and offer checklist

ASK THE RECRUITER

"Could you share the rounds and their format so I can prepare properly?" It's normal, and it signals seriousness.

Research checklist: do this before every interview

- ☐ **The company:** what they sell, to whom, price range, recent news
- ☐ **The product:** download the app, take a free test, attend a demo
- ☐ **The competition:** top 3 competitors and one real difference
- ☐ **The role:** daily tasks, KPIs, team structure (decode the JD with P01)
- ☐ **The interviewer:** their LinkedIn, tenure, background
- ☐ **Your numbers:** 3–5 metrics you can quote and explain

The STAR method for "tell me about a time..."

S	T	A	R
Situation	**Task**	**Action**	**Result**
Context in 1–2 lines	Your goal or challenge	What YOU did, step by step: the longest part	Outcome with a number + what you learned

The mock-call blueprint

The round that decides many sales hires. Six moves in six minutes.

1 Open
greet, introduce, ask permission ("2 minute baat kar sakte hain?")

2 Discover
3 questions: goal, current situation, biggest challenge

3 Diagnose
repeat their problem back in one line

4 Pitch to need
only the 2 features that solve their problem

5 Handle
probe every objection before answering (5P, Chapter 10)

6 Close the next step
a specific time, demo or decision

HIRING MANAGER'S DESK — WHAT THE PANEL WRITES DOWN

"Asked questions before pitching? Y/N. Listened and used the answers? Y/N. Probed the stall? Y/N. Locked a next step? Y/N." Four yeses usually move you forward, even if your product knowledge is thin.

IF THEY INTERRUPT WITH FEEDBACK

Some panels stop the role-play and say "try that again, but ask more." Apply it immediately. They're testing coachability, often more than the first attempt.

Interview day: before, during, after

1

48 hours before

- [ ] Research done (previous page)
- [ ] Top 10 likely questions drilled
- [ ] 3 smart questions ready
- [ ] Time, venue or link confirmed

2

On the day

- [ ] Business casual minimum
- [ ] 3 printed resumes or tested camera and mic
- [ ] 15 min early (in person), 5 min (video)
- [ ] Phone on silent

3

Within 2 hours after

- [ ] Thank-you message (P18)
- [ ] Write down every question asked
- [ ] Self-audit: what to fix
- [ ] Follow up once if no reply in 3–4 working days

09

PART 4 · CRACK EVERY ROUND

The 20 questions you will face

For each: what they're really testing, what to avoid, what to do, and two model answers: one if you've sold before, one if you're a fresher or switcher.

HOW TO USE THE MODEL ANSWERS

Don't memorise them. Interviewers hear the same scripts all day. Take the structure, then fill it with your own real story and numbers. Practise out loud with prompt P17 until it sounds like you talking, not reading.

Who's answering

A **Arjun** IF YOU'VE SOLD BEFORE	**N** **Neha** IF YOU'RE NEW · FRESHER	**S** **Sameer** IF YOU'RE NEW · SWITCHER
14 months as an EdTech BDE. Answers built on real targets and CRM numbers.	BA graduate who ran a tuition batch. Answers built on transferable proof.	2 years in BPO support. Answers built on customer calls and quality scores.

SHORT ON TIME?

Use the one-line cheat sheet at the end of this chapter the night before your interview.

Q01 Tell me about yourself.

TESTING **Communication, confidence, relevance to sales, and whether you can pitch yourself in under 2 minutes.**

✕ MOST CANDIDATES

- ✕ Reciting your resume from Class 10
- ✕ "I am hardworking and honest"
- ✕ Going past 2–3 minutes
- ✕ No link to this role

✓ DO THIS

- ✓ 60-sec formula: background → relevant proof → why this role
- ✓ End with a hook that invites the next question
- ✓ Practise until natural, never word-for-word
- ✓ Mention the company by name

IF YOU'VE SOLD BEFORE · ARJUN

"I'm Arjun, a commerce graduate from Delhi University with 14 months of inside sales at an EdTech company, where I handle 80+ student calls a day. I've averaged 124% of my monthly enrolment target, mainly by converting 'I'll think about it' stalls with structured objection handling. This role at Prepwise excites me because of the scale: helping exam aspirants choose the right preparation is work I find genuinely meaningful."

IF YOU'RE NEW · NEHA · FRESHER

"I'm Neha, a BA graduate from Lucknow. For two years I ran a home-tuition batch and grew it from 4 to 15 students, mostly by talking to parents, running demo classes and following up. That's where I realised I enjoy helping people make decisions. I'm applying for this counsellor role because it's exactly that, at a much bigger scale."

PRO TIP **Prepare 30-, 60- and 90-second versions. Use whichever fits the tone of the conversation.**

Q02 Why do you want to work in sales?

TESTING Intrinsic motivation beyond money, self-awareness, and genuine interest in persuasion and helping people.

✕ MOST CANDIDATES

- ✕ "I like talking to people"
- ✕ "Sales mein paisa zyada hai"
- ✕ "Main kuch aur nahi kar sakta tha"
- ✕ No personal story

✓ DO THIS

- ✓ Connect to impact: helping people decide
- ✓ Share a moment you naturally sold something
- ✓ Present effort-linked income as a positive
- ✓ Rehearsed, never robotic

IF YOU'VE SOLD BEFORE · ARJUN

"I've always liked roles where my conversations change outcomes. In college I ran a small tuition setup and had to convince parents that one-on-one coaching was worth it. I loved building that trust. Sales combines human psychology, structured persuasion and visible impact. And honestly, the fact that good performance is immediately visible and rewarded motivates me."

IF YOU'RE NEW · SAMEER · SWITCHER

"In support I solve problems after the customer has already bought. I noticed the calls I enjoyed most were the ones where I helped someone choose a better plan, and those customers stayed happier. I want to be on the side where I help people make the right decision from the start, and where my results are measured clearly."

PRO TIP Lead with impact. Mention money only as the natural result of good performance.

Q03 Why this industry? Why our company?

TESTING **Whether you did your homework. Generic answers are spotted instantly.**

✕ MOST CANDIDATES

- ✕ "EdTech is growing fast"
- ✕ Mixing up the company with a competitor
- ✕ No product or differentiator named
- ✕ "I just need a job"

✓ DO THIS

- ✓ Know flagship products, users, recent news
- ✓ Link their mission to a personal belief
- ✓ Name 1–2 real differentiators from your research
- ✓ Show you want to grow with them

IF YOU'VE SOLD BEFORE · ARJUN

"I believe exam preparation is one of the highest-leverage investments a family makes. Getting it right changes a student's whole career. I chose Prepwise because I tried your app last week: the free mock test analysis showed me exactly which topics I was weak in, which most platforms don't do for free. Your recent push into Hindi-medium batches also fits the Tier-2 students I've counselled."

IF YOU'RE NEW · NEHA · FRESHER

"Many of my tuition students' older siblings were preparing for government exams and were confused about which course to choose. I've seen how much a good counsellor matters. I looked at Prepwise, Competitor A and Competitor B, and what stood out about Prepwise was [specific feature you tried]. I'd like to represent a product I've actually used."

PRO TIP **Use 2 specific, verified facts: a product you tried, a recent announcement or a differentiator. Note: "Prepwise" is a fictional company used for these examples.**

Q04 How do you handle rejection?

TESTING **Resilience and emotional control. Rejection is daily in sales; will you quit after ten no's?**

✕ MOST CANDIDATES

- ✕ "I don't take it personally" (vague)
- ✕ "It's hard but I manage"
- ✕ "I've never really been rejected"
- ✕ No system, just "I move on"

✓ DO THIS

- ✓ Describe your reset: breathe, next call, review
- ✓ Rejection = data: tag and learn from it
- ✓ If 5 no's in a row, review the pitch, not your confidence
- ✓ Give a real bounce-back story

IF YOU'VE SOLD BEFORE · ARJUN

"I treat rejection as a data point, not a verdict. When a student says no, I tag the objection in CRM and check whether my response was strong enough. If I see the same objection 4–5 times in a day, that's a pattern, so I role-play it with a colleague. My best conversion week came right after my worst one, because I over-prepared after those losses."

IF YOU'RE NEW · NEHA · FRESHER

"When I started my tuition batch, 7 of the first 10 parents I spoke to said no. I wrote down why each one refused: mostly timing and distance. I changed to weekend batches and offered one free demo class. Of the next 10 parents, 6 joined. I learned that a 'no' usually tells you what to change."

PRO TIP **Have one specific story ready: "I was rejected by 12 leads in a row in week 3. Here's exactly what I did next."**

Q05 Sell me this pen / this course.

TESTING Your core sales instinct: do you discover the need first, or dump features?

✕ MOST CANDIDATES

- ✕ Jumping straight into features
- ✕ Reciting memorised marketing lines
- ✕ Blanking out under pressure
- ✕ Not asking a single question

✓ DO THIS

- ✓ ASK first: how do you use it, what frustrates you?
- ✓ Pitch only to the need they told you
- ✓ Close confidently with a next step
- ✓ For a course: exam → stage → biggest challenge → solution

IF YOU'VE SOLD BEFORE · ARJUN

"Before I tell you about it, can I ask: how are you preparing right now, and which section do you feel least confident about? [Listen.] That's common. Most students struggle there because they don't get timed practice with analysis. This course gives you weekly mocks with section-wise feedback for exactly that. Based on what you've told me, it fixes your weakest link first. Shall we start with the demo class today?"

IF YOU'RE NEW · SAMEER · SWITCHER

"Before I show you this pen, may I ask: when do you use a pen most in your day? [Listen: 'signing documents in meetings'.] And has a pen ever let you down there? [Listen: 'leaks'.] This one has a sealed tip, so it won't leak in your pocket. Since you sign in front of clients, that's one embarrassing moment you'll never have. Shall I give you two: one for the office, one for your bag?"

PRO TIP **The discovery question at the start is what separates an average seller from a top performer. Never pitch without a need.**

Q06 What are your biggest strengths?

TESTING Relevance to sales and self-awareness, backed by proof.

✕ MOST CANDIDATES

- ✕ "Hardworking, honest, team player"
- ✕ Listing 5+ strengths
- ✕ No evidence
- ✕ Strengths irrelevant to sales

✓ DO THIS

- ✓ Pick 2–3: resilience, empathy, curiosity, target focus
- ✓ One-line proof for each
- ✓ At least one strength unique to you
- ✓ Link back to the role

IF YOU'VE SOLD BEFORE · ARJUN

"Three strengths. First, I listen before I pitch, which is why my objection-resolution rate was above the team average. Second, resilience: I've had weeks with 70% rejection and still closed month-end targets. Third, learning speed: I passed our product certification in week 2 when the average was week 5."

IF YOU'RE NEW · NEHA · FRESHER

"Two strengths. Patience in explaining. Parents of my tuition students often asked the same question three times, and I'd find a new way to explain it each time. And follow-up discipline: I kept a simple notebook of every parent I'd spoken to and called back on the day I'd promised. That's how my batch grew."

PRO TIP Use the frame "I know I'm [strength] because…". It forces evidence.

Q07 What is your biggest weakness?

TESTING Self-awareness, honesty and a growth mindset.

✕ MOST CANDIDATES

- ✕ "I'm a perfectionist / I work too hard"
- ✕ A weakness that disqualifies you ("I hate calling")
- ✕ No fix mentioned
- ✕ "I don't have any"

✓ DO THIS

- ✓ A real, non-disqualifying weakness
- ✓ Immediately: what you're doing about it
- ✓ Evidence of progress
- ✓ Under 60 seconds

IF YOU'VE SOLD BEFORE · ARJUN

"I used to push for the close too early because I was uncomfortable with long decision cycles, and it cost me conversions. Now I map the student's decision timeline and follow up on Day 1, 3 and 7 in CRM. My conversion on long-cycle leads has improved noticeably since. I'm still working on it, but I'm far more deliberate now."

IF YOU'RE NEW · SAMEER · SWITCHER

"In support I was trained to solve the customer's problem quickly, so I sometimes rush to the answer before fully understanding the need. For sales, that's a habit I'm fixing. I now practise asking at least three questions before suggesting anything, and I record mock calls with a friend to check. It's improving, but I'm still conscious of it."

PRO TIP **Four parts, every time: real → acknowledged → working on it → evidence of progress.**

Q08 Where do you see yourself in 5 years?

TESTING Ambition, realism and whether you'll stay beyond 6 months.

✕ MOST CANDIDATES	✓ DO THIS
✕ "CEO" with no path	✓ IC → senior → team lead path
✕ "I don't know"	✓ Grow with the company
✕ "Same role, just better"	✓ One concrete milestone
✕ Plans to leave sales or go back to studies	✓ Ambitious but grounded

IF YOU'VE SOLD BEFORE · ARJUN

"First, become a consistent top individual performer in my first 18 months. Then move into mentoring and leading a small team of counsellors. I'd like to be the person who builds playbooks that help new joiners ramp up faster. I want a career in sales leadership, not just a job in sales."

IF YOU'RE NEW · NEHA · FRESHER

"In year one, I want to master counselling and hit target consistently. By year two or three, I'd like to be trusted with new joiners, maybe as a senior counsellor or buddy trainer. Long term, I see myself leading a team. I've realised I enjoy helping other people get better, just like I did with my students."

PRO TIP **Three phases: master the craft → lead a team → build something bigger.**

Q09 Tell me about a time you convinced someone to change their mind.

TESTING Real-world persuasion: evidence, not claims.

✕ MOST CANDIDATES	✓ DO THIS
✕ "I'm good at convincing people"	✓ STAR with a meaningful example
✕ A trivial example (a movie plan)	✓ Focus on what YOU said and did
✕ Too much situation, too little action	✓ Name the real barrier (fear, trust, cost)
✕ No outcome	✓ Clear result

IF YOU'VE SOLD BEFORE · ARJUN

"A parent was completely against an ₹18,000 online course; they believed online learning doesn't work. Instead of defending the product, I asked what outcome they wanted. 'A government job.' I shared results from students in their district who'd prepared with us, and offered the free trial week. In 20 minutes they went from 'bilkul nahi' to 'trial shuru karte hain', and they enrolled after the trial."

IF YOU'RE NEW · NEHA · FRESHER

"A parent didn't want to send their daughter to my evening batch because of safety on the way back. I didn't argue. I asked what would make them comfortable. We agreed on a weekend morning slot, and I introduced them to two other parents from the same lane. The girl joined that month, and her parents referred two more students."

PRO TIP **Use real facts in the story. Only claim results you can back up if asked.**

Q10 How do you handle a difficult or angry customer?

TESTING **Emotional control, empathy and de-escalation without losing the relationship.**

✕ MOST CANDIDATES

- ✕ "I stay calm" (says nothing)
- ✕ Getting defensive
- ✕ Escalating immediately
- ✕ Over-apologising without solving

✓ DO THIS

- ✓ E-A-R: Empathise → Acknowledge → Resolve
- ✓ Let them vent; don't interrupt
- ✓ Validate, then solve
- ✓ Confirm: "Does this resolve it?"

IF YOU'VE SOLD BEFORE · ARJUN

"A student called furious because their live-class link failed minutes before a test. I let them finish, then said: 'This is terrible timing, and I'll fix it right now.' I looped in tech support while staying on the call. The link worked within four minutes. I followed up with a message later that day. The student stayed, and later referred two friends."

IF YOU'RE NEW · SAMEER · SWITCHER

"In support I handle angry customers daily. One customer was charged twice and had already called three times. I apologised once, sincerely, then focused on action. I raised a priority refund, gave him a reference number and promised a callback by 5 pm, which I made. My quality score that month was my highest. I've learned that angry people mostly want to feel someone owns their problem."

PRO TIP **End the story with the customer staying or becoming loyal. The resolution is the close.**

Q11 What do you know about our company / product?

TESTING Whether you invested time. Preparation is a proxy for work ethic.

✕ MOST CANDIDATES

- ✕ Wikipedia-level generic answer
- ✕ Outdated or wrong facts
- ✕ "I read a bit online"
- ✕ Not knowing the flagship product

✓ DO THIS

- ✓ Products, audience, flagship offer, recent news
- ✓ Use the app or product before the interview
- ✓ 1–2 things that impressed you
- ✓ Link it to why you want to join

IF YOU'VE SOLD BEFORE · ARJUN

"Prepwise focuses on government-exam preparation (SSC, Banking and Railways) with live classes, recorded courses and mock-test analytics. I downloaded the app and took a free Banking mock; the section-wise analysis was more detailed than I expected. I also noticed your recent push into Hindi-medium batches, which suits the Tier-2 and Tier-3 students I've worked with."

IF YOU'RE NEW · NEHA · FRESHER

"I spent an evening on your app and website. You serve [exam categories], your main products are [products], and I attended your free webinar on [topic]. What stood out was [specific feature]. One question I have: how do counsellors usually help students choose between the live batch and the recorded course?"

PRO TIP **Know their top 3 categories, one recent update and one difference from competitors. Then end with a smart question.**

Q12 Are you comfortable working with targets and KPIs?

TESTING Target orientation and whether you thrive under measurable pressure.

✕ MOST CANDIDATES

- ✕ "I hope I can achieve them"
- ✕ "I'll do my best"
- ✕ Asking what happens if you miss, before you start
- ✕ No data

✓ DO THIS

- ✓ Direct and positive: targets make sales clear
- ✓ Past target data if you have it
- ✓ Daily → weekly → monthly breakdown
- ✓ Consistency over peaks

IF YOU'VE SOLD BEFORE · ARJUN

"Yes. Targets make the job clear. My monthly target was 25 enrolments; I averaged 31 over six months, with a best of 38. I break the month into weekly and daily activity. If I'm behind by day 10, I increase follow-ups early instead of panicking at month-end."

IF YOU'RE NEW · NEHA · FRESHER

"Yes. I like knowing exactly what success looks like. When I set myself a target of 15 students for my batch, I tracked enquiries, demos and joins in a notebook every week. I'll do the same here: work backwards from the monthly target to how many calls and demos I need each day."

PRO TIP **"My target was X; I achieved Y% over Z months." One real number beats ten adjectives.**

Q13 How do you prioritise leads and manage your pipeline?

TESTING Time management, strategic thinking and CRM discipline.

✕ MOST CANDIDATES	✓ DO THIS
✕ "First come, first served"	✓ Hot / Warm / Cold tagging
✕ "Equal time to all leads"	✓ Hot first, then warm follow-ups, then cold
✕ No lead qualification	✓ Use recency and intent signals
✕ No mention of tracking	✓ CRM + follow-up cadence

IF YOU'VE SOLD BEFORE · ARJUN

"I tag leads in CRM as Hot (decision in 24–48 hours), Warm (interested but stalling) and Cold (inactive for 7+ days). Mornings go to yesterday's Hot leads, then Warm follow-ups with a fresh reason (new batch date, exam update), and Cold leads get a WhatsApp nudge at day-end. That way a Hot lead never goes cold while I chase cold ones."

IF YOU'RE NEW · SAMEER · SWITCHER

"In support we prioritised tickets by urgency and SLA. I'd apply the same logic to leads: first the people closest to a decision, then those who need a nudge, then re-engagement. I'd use the CRM to schedule every follow-up so nothing depends on memory."

PRO TIP **Use the words CRM, pipeline, lead temperature and follow-up cadence. They signal sales maturity.**

Q14 Tell me about a time you missed a target.

TESTING Accountability, honesty and what you learned.

✕ MOST CANDIDATES	✓ DO THIS
✕ Blaming leads, product or manager	✓ Own it completely
✕ "I've always met my targets"	✓ Diagnose the root cause
✕ No change afterwards	✓ Name the specific change
✕ Being dramatic	✓ Prove the improvement

IF YOU'VE SOLD BEFORE · ARJUN

"In month 3 I hit only 72%. My CRM showed I was following up Hot leads after about 4 days. I rebuilt my day so every morning started with Hot leads, and my follow-up time dropped under 24 hours. The next month I hit 118%, and I didn't miss target in the eight months after that."

IF YOU'RE NEW · NEHA · FRESHER

"In my second year, I aimed to reach 20 tuition students before exams and reached only 12. I'd been relying on word of mouth alone. I started running a free Sunday doubt session that parents could attend. By the next term I had 15. I learned that waiting for referrals isn't a strategy; creating reasons for people to try you is."

PRO TIP Why it happened → the change I made → proof it worked.

Q15 Are you comfortable with cold calling / outbound?

TESTING Willingness to dial: the highest-leverage, most-avoided sales activity.

✕ MOST CANDIDATES

- ✕ "I can try"
- ✕ Preferring inbound because it's comfortable
- ✕ No evidence
- ✕ Claiming to love it with zero proof

✓ DO THIS

- ✓ Direct yes
- ✓ Your daily call volume, if any
- ✓ Calls are conversations, not interruptions
- ✓ Freshers: role-play practice + eagerness

IF YOU'VE SOLD BEFORE · ARJUN

"Yes. Outbound is completely within my control: no algorithm, no budget, just me and the phone. I've averaged 75–80 outbound calls a day. I open with something relevant to the student, not a pitch, so the first 10 seconds feel useful. My cold-to-warm conversion was about 18%, above my team's average."

IF YOU'RE NEW · SAMEER · SWITCHER

"Yes. I make 60+ calls a day in support already, so the phone doesn't scare me. The difference is that in sales I start the conversation. I've been practising cold openers with a friend and an AI role-play partner, and I'm ready to start dialling from day one."

PRO TIP Magic line: "Cold calling is completely within my control."

Q16 What is your salary / CTC expectation?

TESTING Research quality, realism and negotiation maturity.

✕ MOST CANDIDATES	✓ DO THIS
✕ A random number	✓ Research the role and city range first
✕ "This is my minimum" in round 1	✓ Give a range, not one number
✕ "Kuch bhi chalega"	✓ Justify it with experience
✕ Not knowing the market rate	✓ Discuss the total package (fixed + variable)

IF YOU'VE SOLD BEFORE · ARJUN

"From postings and conversations for BDE roles in Delhi at my level, I've seen roughly [₹ range you researched] in total CTC. Given 14 months of experience and consistent over-achievement, I'm targeting the upper half of that. I'm open on the split between fixed and variable, as long as the earning potential is strong."

IF YOU'RE NEW · NEHA · FRESHER

"I've researched fresher counsellor roles in Lucknow and seen ranges around [range]. As a fresher, the learning and the incentive potential matter most to me, so I'm comfortable within your standard range for this role. Could you share how the fixed and incentive parts are structured?"

PRO TIP **Never one number in round 1. Anchor to total CTC, then ask about the in-hand fixed (Chapter 2).**

Q17 Why should we hire YOU over other candidates?

TESTING Your personal value proposition. This is your closing pitch.

✕ MOST CANDIDATES	✓ DO THIS
✕ "Hardworking, dedicated, quick learner"	✓ Position yourself as the answer to their need
✕ Claims with no proof	✓ One proof point per claim
✕ Too modest	✓ Show you've researched them
✕ Running yourself down	✓ Close with confidence and a timeline

IF YOU'VE SOLD BEFORE · ARJUN

"Three reasons. I already understand your product because I've used it. I have a documented record of 124% average target achievement over six months. And I use a structured objection-handling approach, so my results are repeatable, not luck. I'm confident I can be among your consistent performers within 90 days."

IF YOU'RE NEW · NEHA · FRESHER

"I can't claim sales experience yet, but I can show you the same skills: I grew a batch from 4 to 15 students through conversations and follow-ups, I'm comfortable in Hindi and English, and I've already practised your mock-call scenario. What I'm asking for is training. What I'll give back is consistency from week one."

PRO TIP **"Within 90 days" signals confidence and a timeline.**

Q18 Do you have any questions for us?

TESTING Curiosity, seriousness and intelligence. "No" is the worst answer.

✕ MOST CANDIDATES	✓ DO THIS
✕ "No, everything is covered"	✓ Prepare 3–5; ask at least 2
✕ Salary or leave questions in round 1	✓ Role questions: KPIs, team, success
✕ Generic culture questions	✓ Growth questions: training, path
✕ Questions answered on their website	✓ Invite dialogue

IF YOU'VE SOLD BEFORE · ARJUN

"Yes. What does success look like in this role in the first 90 days? What separates your top performers from average ones: activity, conversion skill or product knowledge? And what does onboarding look like for new joiners?"

IF YOU'RE NEW · SAMEER · SWITCHER

"Yes. For someone moving from support into sales, what's usually the hardest adjustment in the first month? And how do new joiners get feedback on their calls: call audits, a buddy, or the team lead?"

PRO TIP **"What separates top performers from average?" Always ask it.**

Q19 How do you learn a new product quickly?

TESTING Learning agility and initiative. Teams can't wait three months for you.

✕ MOST CANDIDATES	✓ DO THIS
✕ "I'll learn on the job"	✓ A specific framework
✕ "I'll read what they give me"	✓ Docs + shadowing + using the product + self-testing
✕ "I'm a fast learner" with no method	✓ Start before day 1
✕ No mention of practice	✓ Apply it through mock calls

IF YOU'VE SOLD BEFORE · ARJUN

"Four steps. I read every product deck and FAQ before formal training ends. In week one, I shadow top performers' calls to hear how the product is really positioned. I use the product as a student would. And I do a 5-minute mock call every day on one objection. By the end of week 2 I'm usually ready for live calls."

IF YOU'RE NEW · NEHA · FRESHER

"I'd start before day one: use the app, attend a free class and note every question a student might ask. Then I'd shadow the best counsellor's calls, write my own answers to the 10 most common questions, and practise them in mock calls until I can explain the product without notes."

PRO TIP **"I start learning before day 1." Interviewers remember it.**

Q20 Role-play: "Main soch ke bata deta hoon." Handle it.

TESTING Your live sales skill. No theory: they want to see you perform.

✕ MOST CANDIDATES

- ✕ "Okay sir, please let me know"
- ✕ "Sir please abhi bata do" (pushy)
- ✕ Accepting "thinking" at face value
- ✕ Offering a discount immediately

✓ DO THIS

- ✓ Probe the real concern: price, parents, timing?
- ✓ Give a genuine reason to decide
- ✓ Offer value, not a discount
- ✓ Always own the next step

IF YOU'VE SOLD BEFORE · ARJUN

"Bilkul, sir. Bas ek cheez samajhna chahta hoon: aap kis cheez ke baare mein soch rahe ho? Fees, course content, ya ghar pe kisi se baat karni hai? [Pause. Listen.] Achha, toh main ek important baat share karta hoon: [real batch start date / real enrolment deadline]. Main kal subah 10 baje call karun? Tab tak demo class ka link WhatsApp pe bhej deta hoon."

IF YOU'RE NEW · NEHA · FRESHER

Same structure, simpler words: "Zaroor! Bas yeh bata dijiye, soch kis baare mein rahe ho? [Listen.] Theek hai, main aapko [the thing they need: fee breakdown / demo link] bhej deti hoon. Kal shaam 6 baje call karun, ya 7 baje theek rahega?" Offering two time options makes the next step easy to say yes to.

PRO TIP **Ask → listen → genuine reason → value-add → own the next step. Use urgency only when it's real; fake scarcity destroys trust.**

Bonus: 2 questions job-switchers dread. Sales has high movement between companies, so panels probe your history closely. Prepare these even if you hope they won't come up.

B1 Why are you leaving your current job?

TESTING **Whether you're moving towards something or running away from something, and whether you'll badmouth employers.**

✕ MOST CANDIDATES	✓ DO THIS
✕ Criticising your manager, team or company	✓ One honest reason, framed as growth
✕ "Salary kam hai" as the only reason	✓ Show what you learned and achieved there
✕ Vague answers that invite suspicion	✓ Link the reason directly to this role
✕ A story that doesn't match your resume dates	✓ Keep it under 45 seconds, then stop

IF YOU'RE EMPLOYED · ARJUN

"My current company taught me a lot. I went from zero to averaging 124% of my target. The next step I want is higher-value counselling and a clear path to team lead, and that path isn't open in my team for at least a year. This role offers both, which is why I'm here."

IF YOU'RE SWITCHING · SAMEER

"Support taught me to stay calm with customers and solve problems fast. But my growth there is capped, and I've realised the calls I enjoy most are the ones where I help someone choose. Sales rewards exactly that, so I'm moving towards it."

PRO TIP **"Moving towards" beats "running away from". Never criticise a past employer. The panel assumes you'll talk about them the same way.**

B2 Short tenures, a gap, or a past PIP: "Explain this."

TESTING **Honesty and self-awareness, and whether you'll stay. In sales, short stints are common, but evasive answers are not forgiven.**

✕ MOST CANDIDATES

- ✕ Hiding or changing dates (background checks catch it)
- ✕ Blaming leads, managers or "the market"
- ✕ Long, defensive explanations
- ✕ Sounding bitter or ashamed

✓ DO THIS

- ✓ Own it in one or two lines
- ✓ Say what you learned or changed
- ✓ Show evidence since then
- ✓ End with a clear commitment signal

IF YOU HAD SHORT STINTS

"My first two roles were short. One company shut down its sales team after four months, and in the other I joined a field role without asking enough about travel, which wasn't right for me. That taught me to ask better questions before joining, which is why I've asked you about targets and ramp-up today. I've now been 14 months in my current role with a consistent record, and I'm looking for somewhere to grow long term."

IF YOU WERE ON A PIP

"Yes. In my third month I was put on an improvement plan because my follow-up time on hot leads was too slow. I asked my TL for daily call audits, rebuilt my day around hot leads first, and closed the plan in six weeks at 108% of target. It was the most useful feedback I've had, and I'd rather tell you myself than have you hear it in a reference check."

PRO TIP **Assume your history will be checked through background verification or reference calls. Tell it first, briefly and honestly: it turns a red flag into proof of coachability.**

Cheat sheet: every answer in one line

Screenshot this page before your interview.

Q01	Tell me about yourself.	**60-sec formula; end with a hook**
Q02	Why do you want to work in sales?	**Impact first; money only as a result**
Q03	Why this industry? Why our company?	**2 verified facts + personal belief**
Q04	How do you handle rejection?	**Rejection = data; your reset system**
Q05	Sell me this pen / this course.	**Discovery questions FIRST**
Q06	What are your biggest strengths?	**2–3 strengths + proof each**
Q07	What is your biggest weakness?	**Real → owned → fixing → progress**
Q08	Where do you see yourself in 5 years?	**Master → lead → build**
Q09	Tell me about a time you convinced someone to change their mind.	**STAR with the real barrier + outcome**
Q10	How do you handle a difficult or angry customer?	**E-A-R; end with loyalty**
Q11	What do you know about our company / product?	**Use the product; 1 recent update**
Q12	Are you comfortable working with targets and KPIs?	**Positive yes + your numbers**
Q13	How do you prioritise leads and manage your pipeline?	**Hot / Warm / Cold + cadence**
Q14	Tell me about a time you missed a target.	**Own → root cause → change → proof**
Q15	Are you comfortable with cold calling / outbound?	**"Completely within my control"**
Q16	What is your salary / CTC expectation?	**Researched range; total package**
Q17	Why should we hire YOU over other candidates?	**3 claims, 3 proofs, "90 days"**
Q18	Do you have any questions for us?	**"What separates top performers?"**
Q19	How do you learn a new product quickly?	**Docs → shadow → use → mock calls**
Q20	Role-play: "Main soch ke bata deta hoon." Handle it.	**Probe → listen → genuine reason → next step**
B1	Why are you leaving your current job?	**Moving towards growth; never badmouth**
B2	Short tenures, gap or past PIP	**Own it → lesson → evidence → commitment**

10

PART 4 · CRACK EVERY ROUND

The objection role-play bank

Ten objections you'll hear in mock calls and on the job, with weak and strong responses in natural Hinglish.

The 5P method for any objection

1	**Pause**	Don't jump in. Let them finish.
2	**Probe**	**"Kis baare mein soch rahe ho?"**
3	**Prove**	Empathise + one relevant fact
4	**Propose**	A solution tied to their need
5	**Plan**	Lock a specific next step

INTEGRITY RULE

Use only true deadlines, real results and offers you're authorised to give. Fake scarcity ("sirf 2 seats bachi hain") or invented success stories might close one sale, but they cost refunds, complaints and your reputation. Interview panels notice too.

01 "Main soch ke bata deta hoon."

Usually hides a real concern: fees, parents, trust or timing

✕ WEAK

"Okay sir, aap bata dena." (call ends, lead dies)

✓ STRONG

"Bilkul, sochna zaroori hai. Bas itna samajhna tha: kis cheez pe soch rahe ho? Fees, course, ya ghar pe baat karni hai? [Listen.] Achha, toh main [what they need] abhi WhatsApp kar deta hoon. Kal 11 baje ya 5 baje, kab baat karein?"

Why it works: Turns a vague stall into a specific concern, and ends with a choice of two times instead of an open door.

02 "Fees bahut zyada hai."

Value isn't clear yet, or the budget is genuinely tight

✕ WEAK

"Sir main discount dila deta hoon." (devalues the product instantly)

✓ STRONG

"Samajh sakta hoon, ₹[amount] chhota decision nahi hai. Ek baat bataiye: agar yeh course aapko [their goal] tak pahunchne mein help kare, toh kya fees worth lagegi? [Listen.] Per month dekhein toh yeh lagbhag ₹[monthly] padta hai. Aur EMI ka option bhi hai. Kaunsa option aapke liye easy rahega?"

Why it works: Separates "too expensive" from "not worth it", connects price to their goal, then offers a real payment path.

03 "YouTube pe sab free mein mil jaata hai."

Doubts the value of paid structure

✕ WEAK

"YouTube ka content accha nahi hota." (argues with the customer)

✓ STRONG

"Sahi kaha, YouTube pe bahut accha content hai, main bhi dekhta hoon. Ek sawaal: abhi aap daily kitne ghante padh pa rahe ho, aur mock tests ka analysis kaise karte ho? [Listen.] Free content se 'kya padhna hai' milta hai; course aapko plan, test aur feedback deta hai ki 'kya galat ho raha hai'. Ek free mock dekar compare karein?"

Why it works: Agrees first, then shows the gap free content doesn't fill, and offers a low-risk test.

04 "Parents se pooch ke bataunga."

Decision-maker isn't on the call

✕ WEAK

"Theek hai, pooch ke batana."

✓ STRONG

"Bilkul, unki raaye zaroori hai. Unhe kya concern ho sakta hai: fees, ya online padhai? [Listen.] Aisa karte hain: aaj shaam 7 baje ek 5-minute call pe main unke saare sawaalon ka jawab de deta hoon. Theek rahega?"

Why it works: Respects the parent, surfaces their likely concern, and gets the decision-maker on a scheduled call.

05 "Already doosre platform pe join kar liya hai."

Not an objection to you, a comparison opportunity

✕ WEAK

"Wo platform accha nahi hai."

✓ STRONG

"Bahut accha, matlab aap serious ho! Wahan sabse useful kya lag raha hai, aur kya missing lagta hai? [Listen.] Kai students [their gap, e.g. mock analysis] ke liye humara test series alag se lete hain. Ek free test dekar dekhiye, phir decide kijiye."

Why it works: Never badmouths competitors; finds the gap and offers a complement, not a replacement.

06 "Abhi time nahi hai / exam abhi door hai."

Low urgency; no plan yet

✕ WEAK

"Okay, jab time ho tab call karna."

✓ STRONG

"Samajh gaya. Exam kab hai, aur abhi kitna syllabus cover hua hai? [Listen.] Dekhiye, [months] mein [syllabus] cover karna hai, matlab har hafte [chunk]. Jo students jaldi start karte hain unhe revision ke liye time milta hai. Kya ek free study plan bhej doon, taaki aap khud dekh sakein?"

Why it works: Makes the timeline concrete using the student's own numbers, and gives value before asking for a decision.

07 "Online padhai se kuch nahi hota."

Past bad experience or a trust gap

✕ WEAK

"Nahi sir, online bahut accha hota hai."

✓ STRONG

"Aapka concern valid hai, sirf video dekhne se kuch nahi hota. Aapko kya laga, kya missing tha? [Listen.] Isliye humare course mein live doubt sessions aur weekly tests hain. Ek demo class attend karke khud dekhiye; agar useful na lage toh koi pressure nahi."

Why it works: Validates instead of contradicting, finds the real past failure, and invites proof through a demo.

08 "Discount do toh le lunga."

Testing you, or a genuine budget limit

✕ WEAK

"Haan sir, main 20% off kar deta hoon."

✓ STRONG

"Main samajhta hoon. Agar fees ki baat side mein rakhein, toh kya course aapki zaroorat ke hisaab se sahi hai? [Listen.] Jo current offer hai [the real, approved offer] wo main bata deta hoon. Aur agar budget issue hai, toh EMI se monthly amount kam ho jaata hai."

Why it works: Confirms fit before price; only uses offers you're actually authorised to give.

09 "Pichli baar course liya tha, kuch kaam nahi aaya."

A real disappointment; trust is low

✕ WEAK

"Wo course alag tha, humara best hai."

✓ STRONG

"Yeh sunke bura laga. Aapka paisa aur time dono gaye. Kya hua tha? Kahan kami lagi? [Listen fully.] Main promise nahi karunga ki sab magic se theek ho jayega. Par [their specific gap] ke liye hum [specific feature] dete hain. Pehle free demo dekhiye, phir aap decide kijiye."

Why it works: Empathy first, no over-promising, and a specific fix tied to their exact past problem.

10 "Mujhe call mat karo / abhi busy hoon."

Cold-call brush-off in the first 10 seconds

✕ WEAK	✓ STRONG
Hanging up, or pitching faster	**"Sorry, galat time pe call kiya. Sirf 20 second: aap [exam] ki taiyari kar rahe ho na? [Listen.] Toh kab 5 minute ke liye baat karna convenient hoga, aaj shaam ya kal subah? Main aapka time waste nahi karunga."**

Why it works: Respects their time, earns a micro-yes, and converts a brush-off into a scheduled callback.

HIRING MANAGER'S DESK — PRACTISE LIKE A PRO

Pick one objection a day. Run it three times with prompt P19 as your AI customer, then once with a friend. Record the last attempt and listen for one thing: **did you ask before you answered?** That single habit separates average sellers from top performers.

5

PART 5

Close the offer. Win the job.

Getting the offer is half the game. Negotiating it well, reading it correctly and getting through the first 90 days is the other half. This is where most guides stop.

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12	Your first 90 days	79

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PART 5 · CLOSE THE OFFER

Negotiate & read your offer

You're applying for a sales job. A calm, well-researched negotiation is itself a demonstration of the skill they're hiring for.

The 4 rules of salary conversations

1 Research

Know the range for this role, city and experience from current postings and people in the role.

2 Range

Never one number in round 1. Give a researched range.

3 Package

Discuss total CTC, then ask about fixed in-hand and incentive structure.

4 Pause

It's fine to say "Can I take a day to review?" Then actually reply within a day.

FRESHER VERSION

"As a fresher, the learning and incentive potential matter most to me, so I'm comfortable within your standard range. Could you share the monthly fixed in-hand and how incentives are calculated in the first three months?" Asking for clarity is not being difficult.

Scripts for the moments that matter

HR **What's your current and expected CTC?**

YOU Currently ₹[X] total. Based on my research for this role in [city] and my [results], I'm looking at the [₹A–₹B] range in total CTC. I'm open on the fixed–variable split if the incentive potential is strong. What's the budget for this role?

HR **Our offer is ₹3.2L. That's the best we can do.**

YOU Thank you, I'm genuinely excited about the role. Is there flexibility on the fixed component, or alternatively a joining bonus, a lower target during ramp-up, or a salary review after probation tied to my numbers?

If the fixed can't move, negotiate what can: ramp-up target, review date, incentive gate or joining date.

HR **We need your answer today.**

YOU I understand. I'm keen to say yes. Could you share the written offer with the monthly break-up so I can confirm by [tomorrow, specific time]?

These scripts are illustrative. Adapt the wording to your situation and the company's process.

The offer-letter checklist

CHECK	WHAT TO LOOK FOR	ASK IF UNCLEAR
Fixed vs variable	Monthly fixed in-hand; is variable "up to" or "at target"?	"What do most people earn in variable in months 1–3?"
Target & ramp-up	Exact target, any reduced target for new joiners	"Is there a ramp-up target for the first 1–2 months?"
Incentive policy	Gate, slabs, accelerators, payout timing	"Can I see the incentive policy document?"
Clawback	Incentive recovered if a customer cancels or takes a refund	"Over what period, and how is it recovered?"
Probation & notice	Duration of each; notice during probation	"What's the notice period during and after probation?"
Bond / recovery	Training-cost recovery or a service bond	"Under what conditions does it apply?"
Shift, location, field work	Working days, timings, travel, weekend work	"What does a typical week look like?"

Clause wording varies by employer. Ask HR to clarify anything unclear in writing, and for bonds or recovery clauses consider independent legal advice before you sign.

Between "yes" and day one: documents, verification & resigning

When an offer falls through at this stage, it's usually for avoidable reasons: paperwork, mismatched dates or timing. Get these right.

DOCUMENTS YOU'LL USUALLY BE ASKED FOR

- Last 3 payslips and an appointment / experience letter
- Relieving letter from your previous employer
- Education certificates and marksheets
- ID and address proof, bank details for payroll

Share personal documents only after a written offer, and only through the company's official HR email or portal. Never on a random WhatsApp number.

BACKGROUND VERIFICATION (BGV)

- Commonly checks employment dates, designation, sometimes CTC and exit reason
- Mismatched dates or titles can get an offer withdrawn. Keep your resume exactly accurate.
- Leaving without serving notice can mean no relieving letter, which can block BGV later

HIRING MANAGER'S DESK — THE QUESTION THAT SAVES CAREERS

Ask: **"What percentage of last quarter's new joiners hit their target in months 2 and 3?"** A team with a strong onboarding system will answer it comfortably. A vague answer tells you to dig deeper before you resign from your current job.

Resign the right way

1. Resign only after a signed written offer. Ideally wait until BGV has started.
2. Ask about notice-period buyout. "My notice is 60 days. Do you buy out notice, or should I plan a 60-day joining date?"
3. Serve notice professionally: close your pipeline, hand over leads with notes, and get your relieving and experience letters.
4. Keep your joining date. Recruiters remember candidates who move it twice.

IF YOUR CURRENT COMPANY MAKES A COUNTER-OFFER

"Thank you, I genuinely appreciate it. I've already committed to the new role, and I'd like to leave on good terms. Can we plan my handover so my leads are taken care of?"

Before saying yes to any counter-offer, ask yourself whether the reasons you started looking will really change. More money rarely fixes a missing growth path or a poor team fit.

NEVER

Resign from your current job on a verbal offer · pay any "joining fee" · sign without reading the incentive and clawback clauses · accept two offers and ghost one (sales is a small world, and recruiters talk).

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PART 5 · WIN THE JOB

Your first 90 days: build toward target, spot PIP risk early

In sales, attrition is often highest in the first three months. Much of it is avoidable. Here's the plan I'd want every new joiner on my team to follow.

The 30-60-90 ramp

DAYS 1–30

Learn fast

- Master the product: use it as a customer would
- Shadow the top 2 performers' calls every day
- Write your own answers to the 10 most common objections
- Hit your activity numbers: dials, talk-time, follow-ups
- Ask for one call audit per week

DAYS 31–60

Convert

- Track your own funnel: calls → connects → demos → closes
- Find your leakiest stage and fix one thing a week
- Build your Hot / Warm / Cold pipeline discipline
- Aim for ramp-up target, not perfection
- Role-play your weakest objection daily

DAYS 61–90

Be consistent

- Hit target in weekly slices, not in the last 5 days
- Build a referral habit with happy customers
- Share one learning in team huddles
- Ask your TL: "What would make me a top-quartile performer?"
- Review your 90 days in writing

Your daily scorecard

Track these yourself, every day, in a simple sheet. If your numbers drop, you'll know before your manager has to tell you.

METRIC	WHAT IT TELLS YOU	IF IT'S LOW, FIX THIS
Dials / talk-time	Effort and activity	Time-block calling hours; cut breaks between calls
Connect rate	Lead quality and call timing	Call at different times; re-check numbers
Connect → demo / meeting	Opening and discovery quality	Practise openers; ask more questions before pitching
Demo → close	Pitch-to-need and objection handling	Role-play objections; review lost-deal reasons
Follow-up time on hot leads	Pipeline discipline	Hot leads first, every morning; CRM reminders

PIP early-warning signs, and how to recover

A Performance Improvement Plan (PIP) usually follows a pattern of misses, not one bad week. If you spot these signs early, you can fix them. Timelines and thresholds vary by employer, so check your company's policy.

WARNING SIGNS

- ✕ Below 70% of target-to-date by mid-month, two months in a row
- ✕ Activity numbers below team average
- ✕ Repeated audit feedback on the same issue
- ✕ You're avoiding your TL or skipping huddles
- ✕ Most of your month's closes happen in the last 3 days

RECOVERY PLAN

1. Raise it first. Ask your TL for a 15-minute review before they call one.
2. Diagnose with numbers: activity, conversion or follow-up?
3. Agree one fix per week and a daily check-in.
4. Request call audits and act on every point.
5. Show the trend: share your weekly numbers, even when they're imperfect.

HIRING MANAGER'S DESK — **WHAT MANAGERS NOTICE IN A STRUGGLING NEW JOINER**

Managers support people who are visibly coachable: they ask for feedback, apply it the same day and track their own numbers. They lose patience with people who hide their numbers, blame lead quality every week, or wait for the month-end. Owning your numbers early is one of the best protections against a PIP.

30

TOOLKIT

Your 30-day plan

45–60 minutes a day. Missed a day? Continue, don't restart. Tick a day only when the deliverable exists.

W1 Fix the foundation

Resume, LinkedIn, targets, first applications

☐	01	**Fix the basics** Do the 6 quick wins: rename the resume, add numbers, fix the LinkedIn headline, write a cover note, record your intro, practise one objection.	DELIVERABLE **6 quick wins done**
☐	02	**Translate your experience** Use P03 to turn tuition, fests, BPO or internships into sales bullets. Pick your 6 strongest.	DELIVERABLE **6 number-backed bullets**
☐	03	**Build two resumes** Make the ATS version and the designed version. Run the checklist (Ch 3).	DELIVERABLE **2 resume versions (PDF)**
☐	04	**LinkedIn makeover** Photo, headline, About (P06), skills, Open to Work.	DELIVERABLE **Profile 100% complete**
☐	05	**Choose your targets** Shortlist 15 target companies and 3 role types. Bookmark their career pages; set job alerts.	DELIVERABLE **Target list in tracker**
☐	06	**Decode and tailor** Decode 5 JDs with P01. Tailor your resume for the best 3 with P02.	DELIVERABLE **3 tailored resumes**
☐	07	**Week 1 review** Apply to your 3 tailored roles with cover notes. Review your week.	DELIVERABLE **3 applications sent**

W2 Fill the pipeline

Recruiter outreach, research, follow-ups, core answers

☐	08	**Find the recruiters** Find 3–5 recruiters at each target company on LinkedIn.	DELIVERABLE **30-name recruiter list**
☐	09	**Connect** Send 15 personalised connection notes (P07).	DELIVERABLE **15 notes sent**
☐	10	**Apply + outreach** 5 tailored applications + 5 WhatsApp/LinkedIn messages to recruiters.	DELIVERABLE **10 actions logged**
☐	11	**Company research** Research your top 3 companies with P11. Use their app or attend a free demo.	DELIVERABLE **3 company briefs**
☐	12	**Follow up** Message everyone who accepted your request (after-accept script). Follow up once on last week's applications.	DELIVERABLE **Follow-ups sent**
☐	13	**Intro + why sales** Lock your 60-second intro (P14) and your answers to Q2 and Q3. Record and listen.	DELIVERABLE **3 answers recorded**
☐	14	**Week 2 review** Run the funnel review (P25). Fix the leakiest stage.	DELIVERABLE **1 change for next week**

W3 Master the conversation

STAR stories, 20 questions, 10 objections

☐	15	**STAR stories** Build 5 STAR stories (P16): rejection, convincing someone, angry customer, missed target, teamwork.	DELIVERABLE **5 STAR stories**
☐	16	**Questions 1–7** Write bullet answers; practise aloud with P17.	DELIVERABLE **Q1–7 ready**
☐	17	**Questions 8–14** Write bullet answers; practise aloud.	DELIVERABLE **Q8–14 ready**
☐	18	**Questions 15–20 + bonus** Write bullet answers, including B1–B2 if you're switching jobs; research your salary range (P13).	DELIVERABLE **Q15–20, B1–B2 + salary range**
☐	19	**Objections 1–5** Practise the first 5 objection scripts with P19. Record one.	DELIVERABLE **5 objections practised**
☐	20	**Objections 6–10** Practise the remaining 5. Do 2 rounds of "sell me this" (P20).	DELIVERABLE **10 objections practised**
☐	21	**Week 3 review** Apply + outreach (10 actions). Review your tracker.	DELIVERABLE **Tracker updated**

W4 Perform and close

Mock interviews, mock calls, offer readiness

☐	22	**Mock interview #1** Full voice mock with P15. Score yourself; note your top 3 fixes.	DELIVERABLE **Score + 3 fixes**
☐	23	**Fix and drill** Re-drill your 3 weakest answers. Practise a mock call with a friend.	DELIVERABLE **3 answers improved**
☐	24	**Mock call round** Run a 10-minute mock sales call with P19 using the 5P framework.	DELIVERABLE **Call scorecard**
☐	25	**Mock interview #2** Tough mode. Include "sell me this" and a stall role-play.	DELIVERABLE **Score #2**
☐	26	**Interview logistics** Prepare outfit, 3 printed resumes, tested video setup, 3 questions to ask.	DELIVERABLE **Interview kit ready**
☐	27	**Offer readiness** Read Chapter 11. Prepare your salary range and your 8 offer questions.	DELIVERABLE **Negotiation notes**
☐	28	**Apply + follow up** 10 applications or outreach actions. Send thank-yous after any interviews.	DELIVERABLE **10 actions**
☐	29	**Mock interview #3** Full mock with the role-specific focus of your target job.	DELIVERABLE **Score #3**
☐	30	**Review and plan** Compare your 3 mock scores. Plan the next 30 days; keep the weekly rhythm.	DELIVERABLE **Next-30-day plan**

TOOLKIT

Trackers & scorecards

Copy these into Google Sheets, or print them. Measure your job search like a sales pipeline.

Application tracker

DATE	COMPANY	ROLE	SOURCE	RECRUITER CONTACTED	STATUS	NEXT FOLLOW-UP

Weekly funnel

WEEK	APPLIED	RECRUITER MSGS	ACCEPTED	REPLIES	CALLS	INTERVIEWS	OFFERS
W1							
W2							
W3							
W4							

Mock-call scorecard (0–2 each)

SKILL	MAX	#1	#2	#3
Permission-based opening	2			
3+ discovery questions	2			
Repeated the need back	2			
Pitched only to the need	2			
Probed the objection	2			
Stayed calm and warm	2			
Locked a specific next step	2			
Total	14			

Interview scorecard (0–10 each)

SKILL	MAX	#1	#2	#3
Intro clarity & energy	10			
Evidence & numbers	10			
STAR structure	10			
Sales thinking	10			
Honesty & self-awareness	10			
Total	50			

Practice scores show your progress. They don't predict any employer's decision.



ABOUT THE AUTHOR

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YOUR NEXT CALL

Your next opportunity may start with one more conversation.

Every application you send and every round you don't clear is practice, not failure. Start Day 1 today, track your numbers, and keep dialling.

1

Today

Do the 6 quick wins. One hour fixes the most common reasons for no calls.

2

This week

Start Day 1 of the 30-day plan and set up your tracker.

3

Before any interview

Run one AI mock interview and one live objection role-play out loud.

INSTAGRAM

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LINKEDIN

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GOT THE OFFER?

DM me "HIRED" and your story

BACK MATTER

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READER SUPPORT

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