

# Where do I Begin?

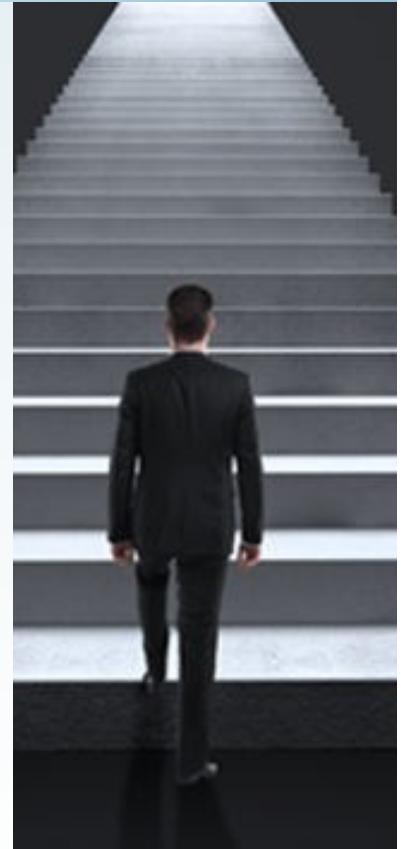
## Guiding Your Choice

Starting the search for what type of medical device company you want to apply to is just as if not more important as the actual interview process. This is because med-device companies differ not only in the physical devices they specialize in, but also the way the company is structured, the functions of specific roles, the all important “culture”, and more. It is critically important to get a sense of the company and roles you are seeking before making an application to a job posting. These are the key steps to that preparation.

## Step 1— Organization, or Device?

The first step is to decide which is more important to you, the organization or the device you want to sell. For most people first getting into this field, the picking the right organization is going to take priority; however, your circumstance may be different and you may want to focus on getting into a specific *type* of medical device sales. Both approaches are equally valuable and require their own follow up work. Here is how you can decide which route to take, ask yourself the following questions:

*“Which is more important to me, aligning with a company that has a strong reputation for employee satisfaction, or, getting into sales for a specific type of device?”* More on this to follow, but there is a major difference in the daily activities between an orthopedic rep and a gastroenterology rep.





## Step 1 Continued

Next, ask yourself: *“Is it more important to have a consistent sense of what my days will be like, or do I place more value in meshing with my team?”* Some devices will allow you to know more or less what your day to day will look like but this certainly might come at the price of being on a specific team.

Note: just because you choose to focus on one path versus the other does **not** mean that you will be stuck

loving the device you sell but hating the team you’re on and vice versa. Great cultures can be found in any organization and similarly you may find yourself loving the sale of a device you didn’t even know existed but found because you joined with a company you had a strong connection with. These questions are here to help you start to get a sense of your priorities as you begin to narrow in your focus.

*“Just because you choose to focus on one path does **not** mean that you will be stuck ...”*

## Step 2 — Get Online

Now that you have narrowed down your priorities it is time to do some deeper research. There is so much information on the internet about these companies and the majority of these organizations will have some material on their website that can help give you a sense of what they are all about. Whether it is their mission statement, testimonial videos of patients who have been treated by their devices, or awards/accolades they’ve won from third party auditors, company websites are a wealth of information.

In addition to these facts, start to get a sense of what type of devices they specialize in. Most large companies (what we’ll refer to as “standard A companies”) sell a variety of devices to many different specialties in the hospital. Smaller companies are usually more specialized in their offerings, but either way knowing who they interact with in the hospital is imperative for your research.





## Step 3 — Make Contact

If you are truly interested in an organization there is no better way to learn more about them than to get in touch with someone who works or (arguably even better) has worked there. You can usually find a “request more information” or “contact us” page on their website, but the best way to reach someone at the company is typically LinkedIn.

Get on LinkedIn and search the name of the company you are looking for and use the advanced search function to find people with “Sales” or “Territory Manager” in their titles. People love talking about their own experiences and are usually inclined to help others, especially when they see the request as someone potentially interested in following in their footsteps.

A brief but personal message to them explaining where you are at in your process and asking for a 15 minute phone call to find out their experience is an incredibly powerful step. This shows initiative that separates you from likely 90% of candidates at this point, and it also gives you access to real insider information about the company or role you are interested in.

## Step 4 — Find Your Recruiter

There are so many medical device sales recruiters out there whose sole responsibility is place people in these jobs. The great part about proactively using them as a resource is they likely already have a network of connections you can leverage to help you get in front of the organizations most closely aligned with your priorities. Think of them like your own personal real estate agent, they know your budget (work background), the neighborhood you want (type of company/device), and dream home specifications (ideal sales role). These people will then actively cross you against the list of open opportunities they are looking to fill and try to put you with the one that you are most likely to succeed in. Why do they do this? Because they

are financially incentivized to have candidates “get placed” at companies. This means they want you to succeed because when you do, they do.

A quick LinkedIn search for “medical device sales recruiter” filtered by the market/geography you want should lead to a great list to start with. From here, another quick note about yourself and a request to talk more about your priorities and background should give you access to your own personal med device sales job real estate agent.

*Think of a job recruiter like your own real estate agent, looking at listings you are well suited for and advocating on your behalf.*



**Pro tip\*:** Reach out to multiple recruiters, it is *free* to connect with them and let them have your information on file so the more people who know what you want, the more opportunities you’ll have generated for you. NOTE – not all recruiters are good to work with though, because they are incentivized to place people be wary that they aren’t just pushing you to a dog of a company (standard/non-standard C companies) just so they can get a quick paycheck. More on working with recruiters to come.