

Sales Development Representative (SDR)

Part 1 Competency Based Interview (60 mins)

- Discussion around your background and experience
- Track record of success - be prepared to speak about your previous performance - KPIs, targets, achievements etc.
- Motivation for the role - your understanding of the ADR position - why you feel you are a good fit
- Knowledge about the industry we operate in and motivation to join MuleSoft

Typical Traits we look for in a SDR

- Ability to hunt for new business and strategic mindset in approaching your territory
- Ability to hold business conversations with C-level executives about their business priorities, challenges and objectives
- Passion for the technology industry and software sales
- Excellent organisation and time management skills
- Ability to build and manage relationships with internal and external stakeholders
- Relentless and persistent in the pursuit for new business and creativity in your approach
- Target/numbers driven and able to operate in a metrics driven environment
- Team-player (Natural team leader, how do you support your team members?)
- Long term vision for your career (What are your goals?)

Part 2 - Discovery Call - Role Play (30 mins)

For the role play, we would like you to research the information on the account below and conduct a 20 mins discovery call to **identify main business priorities and challenges the company is facing**.

The goal of both exercise is for your interviewer to agree to a follow-up meeting with one of MuleSoft's Account Executives to further discuss how MuleSoft's platform can impact their business initiatives.

Scenario

For the purpose of this exercise, your MuleSoft interviewer will be playing the role of the CIO of Adidas. You are an Account Development Representative (ADR) working for MuleSoft. The CIO has never heard of MuleSoft before, but you know that retail is an industry in which MuleSoft has had a lot of success. You will need to perform research on the CIO and Adidas as an organization, and use this research in your attempt to drive a new opportunity for MuleSoft.

Objectives

- Be clear and concise in demonstrating your understanding of Adidas's business and how MuleSoft could impact their objectives
- Customise your conversation to the industry, account, role and type of person you are speaking with - be engaging
- Confidently take control of the conversation and secure a 30-minute introductory meeting between the CIO and a MuleSoft Account Executive
- Anticipate and handle any objections from Adidas

Key Elements to include in the role play

- Up Front Contract & Reason to Call
- Open ended questions - listen for buying signals
- Natural flow to conversation
 - Rephrase and reconfirm
- Business overview
 - Contact Title & Role/Scope
 - Compelling Event
 - Current Systems and Satisfaction
 - Business Challenge/Pain & Top Priorities
 - Potential Use Case for Salesforce/CRM
- Confidence
- Objection handling
- Ability to tie business pains/gains to \$
- Customer reference
- Strong close with urgency for meeting/call

Useful information and resources

Account Development Representative Position Overview: As a member of the Account Development team you are responsible for one of the first, and arguably most important, stages of the sales funnel. You work closely with Marketing and the rest of the sales organisation to generate new business for MuleSoft. It's a mixture of finding new, innovative techniques to engage specific geographical regions or industries, and engaging with prospective customers who already have some interest in MuleSoft's product. It's a team that is rapidly growing, so we look for entrepreneurial people who can use their initiative to grow their own business within an industry or a regional area. In a nutshell, we're looking for people who are intellectually curious about technology and are looking to kickstart their career in sales.

What To Expect

Behavioural Interviewing

We'll be looking for previous examples of you showing the below traits. We like to use the [STAR technique](#), so try and frame your answers in that methodology.

Cognitive Ability - We're always looking for smart people: Those who are going to raise the bar on the team, those who can produce good quality work at speed, and those who challenge the way things are done if they've seen a better way. As mentioned above, we're growing rapidly, and what worked a year ago, might not work today.

Intellectual Curiosity - Closely related to cognitive ability is intellectual curiosity. The people who are most successful in this role are the ones who are genuinely interested in technology and are excited about MuleSoft and what we're doing. They channel this enthusiasm into their work, learning new things as they go along and apply it to every task they do.

Do What It Takes - This doesn't mean working all hours. It means being willing to roll up your sleeves and help on any task no matter how trivial it may seem. We have a strong team spirit and all members of account development help each other not only hit their target, but exceed it too.

Culture Fit - Culture is incredibly important to us at MuleSoft. As we scale and start our new public journey, we want to hold on to their culture we've developed so far.

Clear Achievements - Don't be afraid to sell yourself. You're applying for a sales role! We want to know about your achievements and where you've been successful, and we want the detail behind it. How did it come about, what did you do, what was the outcome?

How To Prepare

What we sell is complex. We don't expect you to have a really detailed understanding around what we do. What we do expect is you to know some of our customers and to be able to articulate the business value that we bring.

Case Studies - We have a *huge* number of resources on our [website](#). Find a few case studies you find genuinely interesting and learn the info behind them. You might be asked about them, you might not. But you want to be prepared.

YouTube Channel - Our [YouTube channel](#) has some really great videos on our product and our company has a whole.

MuleSoft Blog - Again, a great way to see what we're doing as a company and get an insight from Muleys. The most relevant to the AD team are:

1. [How leaders build strong tech sales reps](#)
2. [How a Role in Tech Sales will jump-start your career](#)
3. [The Unusual DNA of MuleSoft's Sales Org](#)

Careers Site - You may have already been on the [Careers Site](#), if you haven't - check it out. We've got pages on interviewing, as well as a 'Life at MuleSoft' section. Make sure to have a read through.