



## How to Prepare for Your Interviews

### 1. Research Sprinklr.

Sprinklr is the only unified customer experience platform (Unified-CXM) for all customer-facing functions (insights, service, marketing and social). Familiarize yourself with our products to have a general understanding of what we do.

### 2. Be knowledgeable about the position you applied for.

Review the job posting again to ensure you understand what the responsibilities and qualifications are for the role. Be prepared to speak on how your experience, accomplishments and skills make you qualified for the job.

### 3. Know why you're interested in the position and working at Sprinklr.

Review the information available on careers at Sprinklr to learn about our culture, our philosophy on belonging, our people, where we are, and our benefits. Highlight what stands out and interests you in working at Sprinklr.

### 4. Learn about the interviewers.

Review the LinkedIn pages of the individuals you will be meeting with. Learn what their role is and prepare some talking points and questions that are relevant to them.

### 5. Come prepared to share about yourself.

In every interview you will be asked to talk about yourself. Make sure you are ready to describe your job history as well as life experiences.

### 6. Practice answering behavioral based interview questions following the STAR method.

Most interviewers practice behavioral interviewing techniques when looking for qualified candidates. The intention is to understand how you have acted in the past in different situations. Think of some stories from your work experiences to use as examples when answering these types of questions.

When asking behavioral based interview questions, interviewers will use the acronym "STAR" (Situation, Task, Action, Result). Spend time thinking about your professional experiences which would highlight your skills and knowledge that are relevant to the role you are interviewing for. Use the job description as a guide to think of some real-life situations that may be fitting to share about.

Here is an example of potential questions you should be prepared for:

<i>Situation</i>	<ul style="list-style-type: none"> <li>● "Highlight your top 3 strategic deals of which you are particularly proud. How did you expand your relationships and book of business?"</li> <li>● "Tell me about your most challenging customer engagement..."</li> <li>● "Can you share with me about the best 2 hires you have ever made? How about the person you hired that didn't work out?"</li> </ul>
<i>Task</i>	<ul style="list-style-type: none"> <li>● "What was your part of the situation?"</li> <li>● "What were you expected to deliver in this scenario?"</li> </ul>
<i>Action</i>	<ul style="list-style-type: none"> <li>● "Walk me through the steps you took..."</li> <li>● "Exactly what did you do...?"</li> </ul>
<i>Result</i>	<ul style="list-style-type: none"> <li>● "What was the outcome?"</li> <li>● "What was the result?"</li> </ul>

For sales roles, you may have a panel simulation interview. You will be asked to make a presentation, present it to the panel, and participate in role-playing exercises. Detailed instructions will be provided.

For technical skill-based roles, you will be asked to share examples of the technology you have supported. Some technical interviews may include coding assessments with situational based questions which you will be asked to provide real-time solutions for.

**7. Be ready to speak about your accomplishments by sharing numbers.**

In your previous experience your goals likely included numbers. Examples could include time or financial savings, engagement or adoption rates, revenue generated, return on

investment, or customer satisfaction ratings. When answering questions share how you have met and exceeded your goals by using quantifiable numbers.

### **8. Refresh your interview skills.**

Interviewers will be taking note of how you interact with them throughout the conversation. Examples can include your interest in the job and the team at Sprinklr, communication, active listening, adaptability, problem-solving, taking initiative, cross-collaboration, and emotional intelligence. Take time before going into each interview to get prepared so you will feel confident from the start.

### **9. Practice answering commonly asked interview questions.**

Research the most asked interview questions and make some notes on how you would answer them. The format in which the questions will be asked may vary and your answers may vary by the role you are interviewing for, so, have a few answers prepared for each one. Practice answering them aloud so that you don't sound scripted as if you're reading when you answer. If you have the time, practice answering interview questions with someone in person.

### **10. Be aware of your body language.**

During an interview you can make a positive impression by smiling, having good posture, and making eye contact.

If you are interviewing on camera:

- Your camera lens should be at eye level.
- Have good lighting by creating a light source in front of you.
- Take inventory of what's in your background and make sure everything is neat and tidy.
- Test any microphone options you have. Avoid large rooms with hard surfaces. A quiet room with low ceilings is best. Carpet is better than a hard floor.

If you are interviewing in person:

- Practice your handshake.
- If you use hand gestures when speaking, make sure they are enthusiastic.
- Maintain focus on the interviewer. This is especially important if you have a panel interview.

### **11. Be prepared with questions you would like to ask the interviewer.**

Interviewers will ask you if you have any questions for them. Plan to have a variety of questions including those that are specific to the job and Sprinklr, the team, your

potential manager, the culture, opportunities for learning and development, next steps in the interview process, and so on.

### **12. How to handle the unexpected.**

Regardless of the amount of preparation you can do prior to an interview, there is always something unknown that might catch you off guard. For example, you may be presented with a question and feel stumped as if you're not sure how to answer it. Think about how you will handle this type of situation. You may want to ask the interviewer to rephrase or clarify the question to confirm you understand what's being asked. Or, you may want to have a go-to statement to give you more time to gather your thoughts like, "That's a great question. Let me think about that." Another strategy may be to think aloud as you are forming your answer. Whatever method works best for you, make sure you are ready to handle this type of situation should it arise.

### **13. Decide what you will wear ahead of time.**

You'll want to take your physical appearance into account. Make sure your outfit is clean and wrinkle-free. Make sure you look your best so that you can go into each interview feeling good about how you are presenting yourself.

### **14. Print out copies of our resume / CV.**

Have a hard copy of your resume / CV in front of you for quick reference if needed. If you are interviewing in person, bring enough copies for everyone you are meeting with.