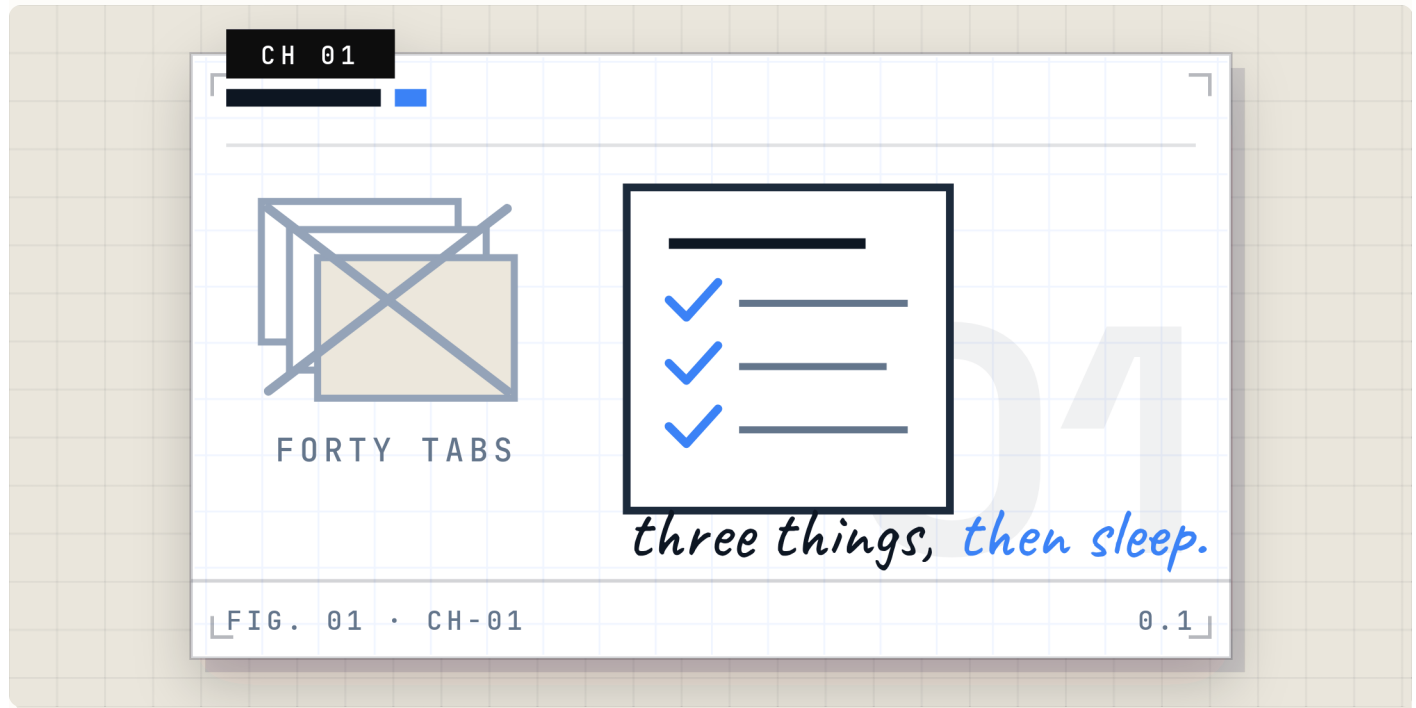


What should I actually research the night before my interview?

By **Chris Baldwin** · Founder, Baldwin Blueprint · Updated July 2026



SHORT ANSWER

Focus your limited time on identifying the company's core buyers, their primary product use case, and the most urgent problem the team is hiring you to solve right now. Avoid memorizing endless history or useless press releases, and instead build a clear theory on how you will hit your quota.

You are staring at a blank screen at 10 PM, trying to memorize the entire company history before your big sales interview tomorrow. I know that panic well, but memorizing trivia will not save you when the hiring manager asks how you plan to build pipeline. This guide shows you how to run a rapid 20 minute research sprint that gives you the exact context you need to speak like an insider.

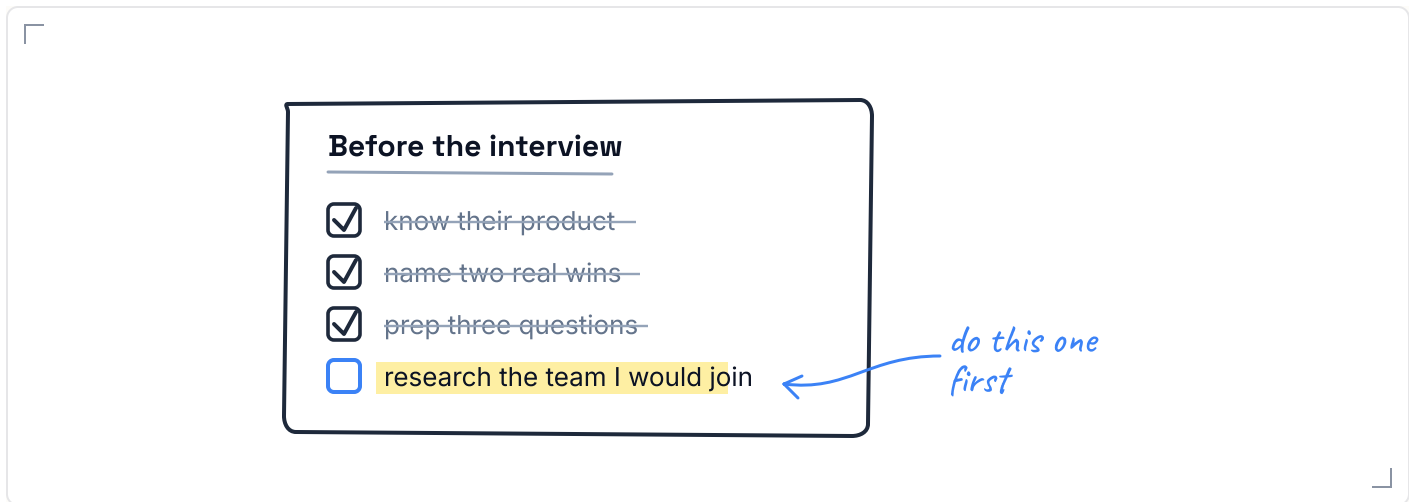


FIG. 02 My real prep note has three things done and one still open, with the company research highlighted, because it is the item that actually changes the conversation.

§ 01

Where do I start when time is running out?

You must start by identifying the exact customer profile and the core problem this specific role is being hired to solve for them. Ignore the generic company history page and focus entirely on who signs the checks and why they buy this product over the competition.

I see candidates waste hours reading old press releases about office openings. None of that matters. Look at the job posting itself to find the pain points. If you are applying for an Account Executive role, look at what the posting says about quota, deal sizes, and target accounts. This tells you what your daily life will actually look like.

Once you know who the buyer is, write down three simple questions you would ask them to uncover their needs. You will bring these questions into your interview tomorrow to show you already think like a top producer.

§ 02

How do I figure out who the buyers are in ten minutes?

You can map out the buying committee by searching LinkedIn for current account executives at the company and looking at the job titles of the people they regularly tag

or write about. This quick search reveals who actually makes the purchasing decisions and who acts as the internal champion.

Most sales reps guess at the buyer persona. Do not guess. Go to the source. Look at the company's customer case studies if they have them on their site. Pay attention to the job titles of the people quoted. If the case studies feature Directors of Security, that is your buyer.

I want you to write down these titles. When the hiring manager asks how you approach a new territory, you can name these exact roles. It shows you did your homework without spending all night on it.

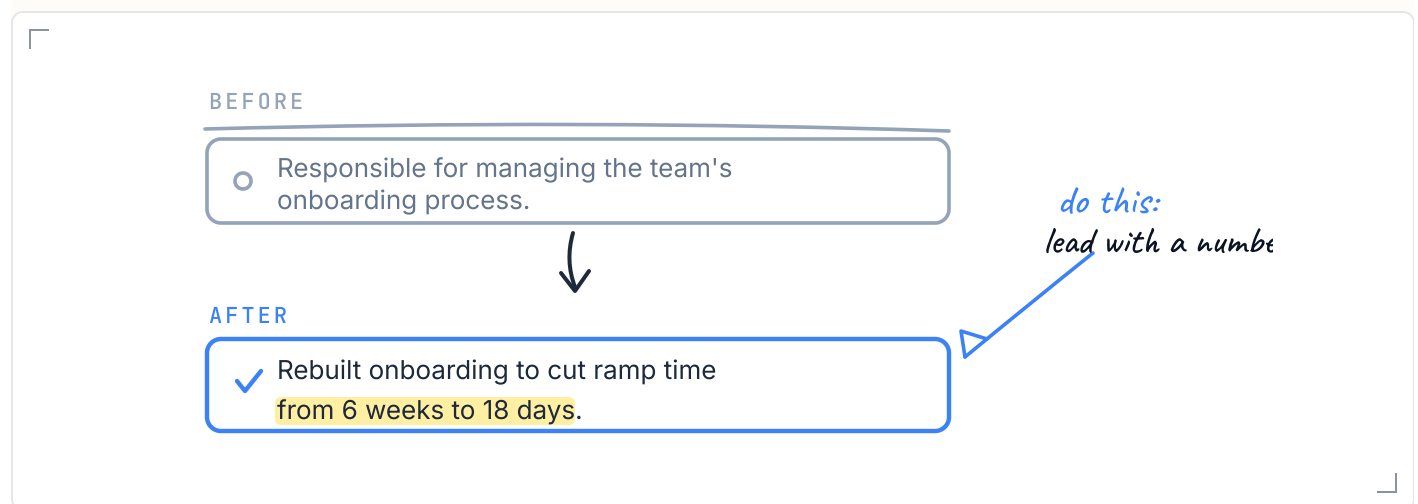


FIG. 03 A weak bullet states a duty, a strong one proves an outcome with a number. So rewrite every line to lead with the result.

Build this for your role.

Paste a real posting, get the 12 page plan. First draft free.

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§ 03

Is it possible to over-prepare for the conversation?

Yes, over-preparing turns you into a rigid script-reader who misses the natural flow of the conversation because you are too busy trying to show off your memorized facts. You will sound like an academic researcher rather than a sharp sales professional who knows how to listen and adapt.

I have sat on the other side of the desk many times. Nothing kills an interview faster than a candidate who answers every question with a rehearsed speech about our product roadmap. It feels fake. It tells me you cannot handle a real, unscripted conversation with a prospect.

Prepare three strong hypotheses about their business, not thirty facts. Present them as ideas to test, not absolute truths. Say something like, I noticed you are expanding into enterprise accounts, and I suspect that means your sales cycle is lengthening. Is that what you are seeing? This invites them to collaborate with you.

§ 04

What if I need a complete plan but only have minutes left?

You can use Baldwin Blueprint to instantly turn the job posting and your resume into a comprehensive twelve page strategy document you can bring directly into the meeting. This tool builds a custom 30/60/90 day plan and an account map so you do not have to build them from scratch tonight.

I designed this tool specifically for sales candidates who need to show up with a concrete plan but do not have twenty hours to research. It gives you a structured Impact Memo and an Experience Accelerator built directly from the posting details. You walk in looking like you spent weeks preparing.

The first draft is completely free and requires no credit card. It is the fastest way to get a professional, tailored strategy in your hands before you walk through the door tomorrow morning.

WORKED EXAMPLE • 30/60/90 LINE

BEFORE

In my first 30 days, I plan to learn the product, meet the team, and start researching my target accounts to understand our buyers.

AFTER

In my first 30 days, I will focus on the security director persona, mapping out twenty key accounts in the midwest territory and shadowing three calls with our top performing AE to master our outbound messaging.

What most people do	What actually works
Memorizing the CEO's career history and founding date	Identifying the primary buyer personas and their main pain points
Reading every blog post published in the last three years	Analyzing current job postings to find immediate team priorities
Rehearsing a rigid script for every possible question	Preparing three strong business hypotheses to discuss collaboratively

The takeaways

- 01 Identify the target buyer and their main pain points first.
- 02 Prepare three collaborative hypotheses instead of memorizing dry facts.
- 03 Use Baldwin Blueprint to generate a free strategic plan instantly.

Questions people ask

What is the single most important metric to find before a sales interview?

Find the typical deal size and average sales cycle length. Knowing whether they sell ten thousand dollar self-serve software or million dollar enterprise solutions changes how you pitch your experience. Look for these details in case studies or rep profiles.

Is using a pre-made plan like Baldwin Blueprint just a shortcut that hiring managers will see right through?

No, because the Blueprint is not a generic template. It uses the actual job posting and your real experience to build a highly customized strategy. It shows you know how to structure a business plan, which is exactly what hiring managers want to see from top reps.

Should I reach out to current sales reps on the team the night before?

Do not do this the night before. It looks disorganized and desperate. Instead, use their public LinkedIn profiles to understand their backgrounds and territories. Save the direct outreach for when you have at least a few days of lead time.

BUILD SHEET

This is the plan a Blueprint drafts for your exact role.

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CH 01

20:00

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the mission page can wait

FIG. 01 · CH-0101.0

How do I research a company for an...

Focus your limited time on three specific targets: the...

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The Company Research Desk by Chris Baldwin, founder of Baldwin Blueprint. [About](#) · [All chapters](#) · [The tool](#)