

TALENTPOOL FMCG INTERVIEW PREPARATION CHECKLIST

A simple tick box guide for candidates at every level

PREPARATION

- ☐ Store Visits
- ☐ Tried / purchased the product
- ☐ Clean sink and faucet
- ☐ I have checked who I am meeting and spoken with people in my network who know the business or team
- ☐ Prepared a clear narrative on who I am, and what I can bring
- ☐ Researched the brand and category trends
- ☐ I have spoken with the recruitment consultant / HR and Talent team for help with interview prep

HIGH VALUE QUESTIONS

- ☐ I have prepared two to four strong, business focused questions
- ☐ My questions show curiosity, commercial thinking, and long term focus



TalentPool

LOGIC BASED QUESTIONS

- ☐ I know these questions are going to be testing my ability to break a problem or challenge into a series of logical manageable assumptions.
- ☐ I have memorized a few baseline statistics (e.g – current population, average household size, London population, typical geographic dimensions)
- ☐ I have practiced brain teasers online to practice answering questions under pressure
- ☐ Follow the TAFA rule
 - 'Buy Time' (Fact finding questions)
 - 'State your Assumptions' (The stats that you would have memorized or that you are estimating)
 - Build the Formula (Show your logic)
 - Provide your final Answer

STAR ANSWERS

- ☐ I have prepared examples using Situation, Task, Action, Result