THE
PRIME
LEADERSHIP

FREE RESOURCE

FREE RESOURCE / E-WORKBOOK

Thank-You Follow-Up E-Workbook

Medical Sales Interviews

Write a personal, memorable follow-up email after every interview, and close it like a salesperson. A companion to the Medical Sales Interview Prep E-Workbook.

INSIDE

PART 1 Why, when and how to follow up

PART 2 The 4-part structure and how to ask for the next step

PART 3 A real example and templates

PART 4 Your fillable notes + email builder

01 Why the Follow-Up Matters

In sales, everyone can talk the talk. The follow-up shows you can do it.

A prompt, thoughtful follow-up email shows genuine enthusiasm, professionalism and readiness to keep things moving. It's also a preview of how you'll follow up with customers. Skip it, or send something generic, and you'll stand out for the wrong reasons.

WHEN

Immediately after the interview, and never later than the same day. That includes recruiter screening calls.

HOW

Email only, never a text message. The interviewer's address is usually in the meeting invite. Working with a recruiter? They can usually provide it.

WHO

Everyone you met. Start from one strong email, then tweak it for each person with something from your conversation with them.

02 The 4-Part Structure

Four short parts. Each one has a job, and the last one is the most important.

1 Thank Them for Their Time

Simple and sincere. Name the role or what they walked you through.

2 Highlight Something Memorable

Something you learned, a story they told, or a moment that reinforced your excitement. This is what makes it personal, so capture it during the interview.

3 Reinforce Your Excitement + Fit

Connect what you heard to why you're a strong fit for the role.

4 Ask for the Next Step + Offer Your Availability

Assume you're moving forward, name the next step, and offer specific dates. No soft closes. See Section 03.

SUBJECT LINE

Keep it clear and easy to find: **Thank you, [Name] | [Role] Interview**

03 Close It Like It's Sales

Because it is. Your follow-up email is a close, so ask for the next step.

Speak it into existence. Write as if you're already moving forward, name the next step, and make it easy for them to say yes by offering dates. Your close should be **pleasantly assertive**: confident and specific, never pushy, and never vague.

YOU KNOW THE NEXT STEP

Assume you're moving to it. Name it, then offer your best dates, and let them know you'll accommodate if needed.

> "I'm excited for the next step and riding with [Territory Manager]. I'm available [Tuesday the 14th] or [Thursday the 16th], and I'm happy to work around [his/her] schedule if another day works better."

YOU DON'T KNOW THE NEXT STEP

Still speak it into existence. Say what you assume comes next, ask for it, and offer your availability.

> "I'd love to take the next step, whether that's meeting more of the team or a field ride. I'm available [Tuesday or Thursday next week] and can make any time work. What's the best way to get that on the calendar?"

SOFT CLOSE VS. ASKING

SOFT CLOSE (DON'T)	ASK (DO)
"I hope to hear from you soon."	"I'm available Tuesday or Thursday for the next step. Which works best for you?"
"Please let me know if you need anything else."	"I'd love to get the field ride with [name] on the calendar. Does next Wednesday work?"
"Thank you for considering me."	"I'm ready for the final interview and can be available [dates]."

OFFERING AVAILABILITY

- Give 2 or 3 specific options, your best dates first
- Then add that you'll accommodate their schedule

PLEASANTLY ASSERTIVE MEANS

- Confident, warm and specific
- Assuming the next step, not hoping for it
- Never demanding, never pressuring

KEY TAKEAWAY

They're hiring someone to ask for the business. Show them you'll do it, starting with this email.

04

A Real Example

Associate Medical Sales, orthopedic wearable device. Each part is tagged.

Dear Molly,

Thank you so much for taking the time to meet with me today and walk me through the work you're doing with the SmartBrace wearable device. **1 THANK** I really enjoyed hearing how your team helped a recent patient regain mobility faster than expected. It was inspiring to see the real-world impact of your work. **2 MEMORABLE**

I was especially interested in the discussion about how clinicians use the real-time monitoring data to adjust rehab plans. It gave me a clear picture of how technology and patient care come together at OrthoTech, and it made me even more excited about contributing to this kind of meaningful work. **3 EXCITEMENT + FIT**

I'm excited for the next step and riding with Jason in the field. I'm available Tuesday the 14th or Thursday the 16th, and I'm happy to work around his schedule if another day is better. I look forward to continuing the conversation about how I can support OrthoTech's mission to improve patient mobility and outcomes. **4 ASK + AVAILABILITY**

Best regards,
Jordan Ellis

WHAT MAKES THIS WORK

- It mentions a specific story from the interview (the patient outcome)
- It highlights a particular topic they discussed (real-time monitoring and clinician use)
- It assumes the next step, names it, and offers dates. No soft close.

05 Templates

Starting points only. Replace every bracket with something specific from your conversation.

AFTER A HIRING MANAGER INTERVIEW

Dear **[Hiring Manager Name]**,

Thank you for the opportunity to learn more about **[Company Name]** and your work with **[Product/Team]**. I'm inspired by how your team is **[specific action or achievement, e.g., improving patient outcomes]**.

The **[Product]** and its **[Key Benefit or Result]** show the real impact your work has on **[patients/clinicians]**. I'm excited to see a company combining **[Key Value, e.g., technology and patient care]** to **[Goal, e.g., improve mobility]**.

I'm excited for the next step, **[the field ride with Name / meeting the team / the final interview]**. I'm available **[best date]** or **[second date]**, and I'm happy to adjust to your schedule. I'm thrilled about the opportunity to help further your mission of **[Company Mission]**.

Best regards,
[Your Name]

AFTER A RECRUITER SCREENING CALL

Hi **[Recruiter Name]**,

Thank you for your time today and for walking me through the **[Role]** opportunity with **[Company]**. I especially appreciated learning about **[something specific]**. I'm excited about the role and confident my **[experience/strength]** is a strong fit.

I look forward to interviewing with **[Hiring Manager Name]** this week. I'm available **[day/time]** or **[day/time]**, and happy to work around **[his/her]** schedule.

Best regards,
[Your Name]

06

YOUR PREP SHEET

Capture It During the Interview

These are the details that make your email personal. Capture them during the interview or right after, while they're fresh.

COMPANY / ROLE

INTERVIEW STAGE

DATE

INTERVIEWER NAME(S) + ROLE(S)

EMAIL ADDRESS(ES) Check the invite

A STORY, PATIENT MOMENT OR EXAMPLE THEY SHARED

A TOPIC THAT GOT ME EXCITED

SOMETHING THEY NEED THAT MATCHES MY STRENGTHS

THE NEXT STEP Known, or what I assume comes next

MY BEST AVAILABLE DATES

PRO TIP: LET A VOICE MEMO DO THE NOTE-TAKING

Record the conversation with a voice memo app (Voice Memos on iPhone; Recorder on Android, called Voice Recorder on Samsung) so you can stay fully present. Always ask first: "Do you mind if I record our conversation so I can stay focused on what you're sharing?" Some states require everyone's permission to record.

Then turn it into your notes in minutes: many recording apps create a transcript. Paste the transcript into ChatGPT (or a similar AI tool) with this prompt, and copy what it finds into the fields above:

> "From this interview transcript, pull out: (1) each interviewer's name and role, (2) any story, patient moment or example they shared, (3) topics I seemed most excited about, (4) needs or challenges they mentioned that match my strengths, and (5) any next steps, timing or names they mentioned. List each one clearly."

07

YOUR PREP SHEET

My Email Template

Write one strong email here. Then use the table below to tweak it for each person you met.

SUBJECT LINE Thank you, [Name] | [Role] Interview

1. THANK THEM

2. SOMETHING MEMORABLE From my notes

3. MY EXCITEMENT + FIT

4. ASK FOR THE NEXT STEP + MY AVAILABILITY Assume it, name it, offer dates. No soft close.

TWEAK IT FOR EACH PERSON

NAME & EMAIL	SOMETHING MEMORABLE FROM OUR CONVERSATION	THE NEXT STEP I'LL ASK THEM FOR

YOUR PREP SHEET

Before You Hit Send

- [ ] Sending it immediately after (never later than the same day)
- [ ] Email, not a text
- [ ] Name and company spelled correctly
- [ ] Mentions something specific from our conversation
- [ ] Tweaked for each person I met
- [ ] No brackets or template text left behind
- [ ] Short: four brief parts, easy to read
- [ ] Names the next step (or what I assume is next)
- [ ] Asks for it, with 2 or 3 specific dates
- [ ] No soft closes anywhere

FOLLOW-UP TRACKER

COMPANY / STAGE	SENT TO	DATE SENT	NEXT STEP I ASKED FOR	THEIR RESPONSE

KEY TAKEAWAY

Most candidates say thank you.

Strong candidates make it personal.

TOP CANDIDATES ASK FOR THE NEXT STEP AND PUT A DATE ON IT.

BEFORE YOU GO

You've Got This

You now have everything you need to send a follow-up that's personal, memorable and closes like a salesperson. Capture the details, make every email your own, and always ask for the next step.

DID THIS WORKBOOK HELP YOU?

If it helped you write a stronger follow-up, move forward to the next step, or land an offer, I would be truly grateful for a LinkedIn recommendation. It helps the next candidate know this resource is worth their time.

1. **Connect with me on LinkedIn.**
   linkedin.com/in/carollee-lockwood-12751744
2. **Leave a recommendation from my profile.**
   Recommendations can only come from connections, so connect first.
3. **Share what changed for you.**
   A faster reply, a next-round interview, a field ride, an offer. Specifics help most.

KEEP GOING

Your follow-up keeps the momentum going. The full Medical Sales Interview Prep E-Workbook walks you through every stage, from the first recruiter call to asking for the job. Find it, plus my free Career Story Generator, 30-60-90 Day & Territory Plan and LinkedIn Optimization resources, at **www.theprimeleadership.com**.

Rooting for you,

Carollee Lockwood
The Prime Leadership

© 2026 The Prime Leadership. All rights reserved. Free for your personal job search. Please do not resell.