

Memorandum

To: Professor John Turner
From: Gabrielle Burns
Subject: ENG 422: Information Interview
Date: October 9, 2025

The purpose of this memorandum is to highlight the results of my interview. I will provide the details of my interviewee and the main points gathered from our interview.

Overview of Interview

I found my person of interest for this interview through mutual connections, and the interview was conducted via cell phone call and lasted for a total of 1 hour and 22 minutes.

Name of Interviewee	Megan Weber
Job Title	Senior Territory Manager and Field Sales Trainer
Company	Avanos Medical
Date of Interview	October 9, 2025

I prepared seven simple interview questions to ensure that I had a baseline for the interview. The interview ended up being more like a conversation, and I could not be more appreciative of that. I feel that I have made a strong connection with someone who is knowledgeable in the field I wish to pursue. I wrote notes into a Word document as we were talking to make sure that I remembered the important information.

My Findings from the Interview

College Degree

I wanted to ask Megan Weber about what degree she chose to pursue in college, and if she thinks my Professional Writing degree will be appealing to employers in medical device sales. She went to medical school and practiced as a chiropractor. After three years of practice, she realized the office was not fulfilling her. She shared that her husband, who also works in medical device sales, chose to pursue a college degree in construction management.

Therefore, the degree you pursue does not prevent you from a career in medical device sales. She shared that my degree will be beneficial because many doctors will ask you to write them an email regarding sales, and that email must hook them. It is important to be intentional with your words in this profession.

How to Enter this Field

Megan shared three different methods that will lead to a career in medical device sales.

1. **Nurses pursuing clinical sales.** Entering the industry through clinical sales as a nurse proves that you have completed the education aspect.
2. **Sell something that everyone hates and be good at it.** Megan started her sales career by selling copiers and reaching the top of the charts. She proved her ability to sell successfully within a smaller company before moving to medical device sales. She suggested selling copiers, enterprise cars, uniforms, and payroll.
3. **Connections.** Connections are valuable to this industry and are what can get you started. She recommended starting as an associate for orthopedic surgery because

they look for people fresh out of college. She said that if I prove myself as an associate, I can enter medical device sales.

Megan shared that the industry is difficult to enter, but once you are in, you are set. She said that sales recruiters are late to the game and the best way to get hired in through using these two resources:

1. **Medreps.com.** Megan stated that a subscription to this website is the best money I will ever spend. This site provides all details regarding a job position that are not typically available. I will be able to build connections and apply for positions through the site as well.
2. **LinkedIn.** Megan shared that the first thing employers will do upon reading my name is look for my LinkedIn profile. We connected on LinkedIn, and she encouraged me to look at her profile to understand what is appealing to medical device sales employers.

What Experiences Best Prepared Her

Megan shared that her experience serving tables in college taught her to understand different personalities and build a thick skin. She has been in situations where doctors have responded angrily towards her, but she had to keep a smile on her face. She stated, "People have all walks of life, and push at you, but you cannot take this personally." I was excited to hear that serving tables benefited her career because this is what I currently do for a living.

Maintaining Success

Megan has been promoted within her company because of her hard work and dedication. She shared that medical device sales is a male-dominated industry, and it is important to know how to navigate this as a woman. Male representatives can ask doctors to meet for a happy hour, yet it would be inappropriate for a woman to do so. Therefore, you must be creative and build connections. She shared a story about a time she was refused lunch with doctors, so she built a connection with the woman in charge of the doctors' schedules. She shared the importance of being competitive and consistent.

Getting Hired

After utilizing the resources mentioned above, it is time to begin thinking about the hiring process. Megan stressed the importance of having a proper LinkedIn profile, as this acts as my online resume. The next two focus areas are my resume and interview.

Megan asked me questions about what I have done that would possibly appeal an employer. After discussing she decided that my resume must include:

1. **I can navigate an OR and identify key people.** Megan shared that this is the most important aspect to employers. They want to know that you are knowledgeable in a hospital setting and know how it operates. The experience I have of scrubbing in to observe surgical procedures will automatically catch an employer's attention.
2. **I accompanied the Missouri Association of Nurse Anaesthetists to their Advocacy Day at the capital.** This credential shows that I am knowledgeable about the legislation regarding healthcare in Missouri. I know the obstacles that healthcare professionals face within the government.
3. **I have dedicated research to the opioid epidemic.** I am interested in selling anaesthesia equipment, and this showcases my passion. She stated that passion is

hard to find, and it is important to inform my employers about mine. Selling anaesthesia equipment reduces the need for opioids after surgery by providing the proper tools to perform nerve blocks.

These three things will appeal to employers and set me apart from other candidates. She said that I should include the regular resume content along with these things. I must be creative about how I word these to ensure that they are effective. Megan shared her resume with me to show how to format it in this industry. She noted that she bolded important information and included statistics on her success. Employers scan your resume; therefore, you cannot let them miss the good stuff.

Megan stressed the key factors that employers look for while interviewing:

1. **Be a storyteller.** Employers want to know how you have applied your knowledge and skills, not just what you have obtained.
2. **Be concise.** An employer wants to hear your stories, but they also want you to get to the point. Showcasing effective conversation skills is important because interaction with clients is the essence of this job.
3. **Bring a three-ring binder full of EVERYTHING you have ever done.** Megan says to have my name typed in a professional font on the front cover, and nothing else. The binder should contain my degrees, my honours society certificate, my academic certificates, and relevant work, organized from most recent to least. My high school diploma should be towards the back of the binder. The pages should be laminated and organized properly.

Pay in the Industry

I did not ask Megan how much money she makes, as that would be entirely inappropriate. I did, however, want an understanding of how pay is organized in this industry regarding salary and commission. Megan shared that the structure of pay depends on the company you work for. She shared that she has a high salary and commission pay but does not get paid unless her sales are above 80%. Her husband, on the other hand, does not make a high salary but gets paid commission on dollar one. She shared that both she and her husband receive reimbursement for their gas, because of the amount of traveling they do for work.

She shared that orthopedics is always commission only. The company will provide a guaranteed salary for around eight months to allow you to get started. She said not to fear this because once the client relationships are established, financial security is as well. Megan also shared that once I am with a good company, there should be no reason that I am not making six figures.

Interview Afterthoughts

Megan was an absolute pleasure to talk to and took the time to ensure that I felt confident in my ability to be successful in this field. She gave me very valuable advice and resources to help guide me in my career. I appreciate the time that she took to talk about my future. She ended the interview by saying that I can always contact her with any questions, and she promised to connect me with some employers. Megan says that she is confident that I have what it takes to be successful in this field and that I am already building an impressive resume for myself. The confidence that she has in me helped build my confidence in myself. I will be in contact with her throughout this journey and am grateful to have someone so smart and supportive guiding me.

I am confident that after reading this memorandum that you will be pleased with the interview that I conducted with Megan Weber. If you have any questions or suggestions regarding the interview, feel free to contact me. You can reach me via email @gb97s@login.missouristate.edu or via phone at (573) 578-7532. Thank you.