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Com660

Informational Interview with Regional Sales Executive

Interview Overview and How It Was Obtained

For this assignment, I conducted a remote informational interview with Mark Reynolds, a Regional Sales Executive at ProBuild Northwest, a leading supplier in the residential construction and home improvement industry. The interview took place on Friday, July 12, via Zoom and lasted approximately 45 minutes. I obtained the interview through a cold call followed by a professional email introduction. I made this decision to challenge myself and gain insights from an executive in a role I plan to pursue within the next 12–18 months.

My strategy involved researching several regional companies on LinkedIn, focusing on executives with titles such as Regional Sales Manager, Director of Business Development, or Vice President of Sales. After identifying Mark, I reached out by phone, leaving a short voicemail highlighting my professional background and intention to schedule a brief informational call. I then followed up with a tailored email that included my resume, LinkedIn profile, and a short note explaining my purpose: to learn more about the role of a regional leader in this industry. Mark responded within two days, commending my initiative and suggesting a Zoom call later that week.

Content and Insights from the Interview

The interview itself was both informative and energizing. Mark began by sharing his career path, which started in retail sales and gradually evolved into leadership roles across several states. He emphasized the importance of being adaptable, noting that the ability to lead across markets, cultures, and customer types is critical in today's competitive home improvement space. He discussed how his role has expanded beyond traditional sales to include mentoring new hires, interpreting market data, and collaborating closely with marketing and operations departments.

One key takeaway from our conversation was the importance of cross-functional leadership. Mark noted that a regional sales executive today must wear multiple hats: strategist, coach, analyst, and brand ambassador. When asked about his approach to team building, he shared that emotional intelligence and trust-building were just as important as hitting sales targets. He also explained how customer expectations have shifted, with more informed buyers now expecting consultative experience rather than a hard sell. This aligns with my own experience managing accounts and developing long-term client relationships.

Mark also offered candid advice about career progression. He stressed that visibility—both inside and outside the company—is essential. He recommended publishing case studies or industry commentary on LinkedIn, volunteering for cross-departmental projects, and requesting feedback consistently from senior leadership. He encouraged me to keep refining my digital footprint and to highlight accomplishments that show growth,

leadership, and strategic thinking. He even offered to review my updated LinkedIn profile once I made the suggested improvements.

Personal Reflection and Future Action Plan

This informational interview was not just a professional exercise—it was a pivotal moment of clarity in my career planning. Mark’s insights affirmed my interest in pursuing a senior leadership role in sales within the home construction or home improvement sector. His transparent discussion of both challenges and opportunities helped me see the path to that role more clearly, particularly the importance of not just “doing the job” but “owning the mission.”

I plan to take several concrete actions based on our conversation. First, I will revise my e-portfolio to better showcase measurable achievements, client success stories, and examples of team leadership. I’ll also work on publishing more content to LinkedIn that demonstrates industry knowledge and thought leadership. In addition, I’ve started drafting a shortlist of 5–7 other companies where I’d like to conduct similar informational interviews over the next three months to continue expanding my network and learning.

Perhaps the most significant takeaway was the realization that reaching out, even to busy professionals, can result in meaningful conversations when done respectfully and with a clear purpose. This experience reminded me of the value of intentional networking—building relationships not for immediate gain, but for long-term mutual benefit. I will follow up with a thank-you note and periodic updates to Mark, as I intend to keep him in my professional network.

Conclusion

Conducting this informational interview was a transformative experience. It gave me real-world insight into the expectations, responsibilities, and mindset of a regional sales executive in a competitive industry. More importantly, it reinforced the importance of proactive outreach, personal branding, and continuous learning. In a time when job markets are evolving rapidly, this type of intentional networking serves as both a professional development tool and a compass for long-term career direction.

Reference

Guffey, M. E., & Loewy, D. (2021). Business communication: Process and product (9th ed.).
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