

SALES INTERVIEW QUESTIONNAIRE



Thomas Sample

22/10/2009

Private & Confidential

CHARACTERISTICS

Kind, good listener, self-starter, competitive, assertive, communicative, persuasive, friendly, firm, strong-willed, stubbornly independent, dependable, deliberate, persistent and thorough.

SALES COMPATIBILITY

Thomas Sample would give his best performance in a soft sell or servicing role.

The potential sales weaknesses in a fast moving, direct selling role are that Thomas Sample has an innate need for security and structure and could have problems working in situations which are laced with variety and change. Although he does have a degree of drive and assertion he may give way to more aggressive individuals than himself in order to keep the environment friendly and free of confrontation. He may spend too much time on preparation, could be inflexible, prefers door openers to cold calling and may not be alert to buying signs or respond to resistance. He is likely to be a fair opener but tends to build sincere, long-term relationships over a period of time. Closing could also prove difficult as he is likely to prefer his presentation and product knowledge to make the sale rather than ask for an order.

Consideration should be given to this person's weaknesses as the profile indicates that he is likely to be better suited to a soft sell/servicing function rather than a direct or fast moving sales. He may become uncomfortable and fail in an aggressive sales role.

INTERVIEW HINTS

Give Thomas Sample a fairly relaxed interview initially in order to allow him to feel comfortable. At this point look for general communication and an ability to enthuse and persuade others. At a later stage in the interview begin to put pressure on this person and assess his ability to deal with more assertive individuals. Does he cope with aggression or is he likely to back off in order to evade rejection or confrontation.

INTERVIEW QUESTIONS

We recommend that you follow your usual interview technique with regard to CV, education, experience, knowledge and other special needs. The following questions have been selected to assess Thomas Sample's potential shortfalls in relation to the selected type of role. The full battery of questions should be used.

Discussion objective "D"

Can Thomas Sample come up with sufficient new and original ideas to be a winner?

- How would you get past a corporate gatekeeper who is protecting the boss to the point that you cannot get an appointment.
- Tell me what you know about telephone technique for appointment making.
- If you were failing to get an appointment at what stage would you consider sending literature.
- Do you think it is ever necessary to be assertive when making telephone appointments.
- Can you explain why you feel like that.

Notes:

Discussion objective "I"

Can Thomas Sample modify his behaviour in order to accommodate others and could his dislike of rejection get in the way of results?

- If you are selling to a slow and unemotional person, how do you feel.
- How do you create a quick relationship with such people.
- Do you change your style with such people.
- If yes, what do you do.
- What about selling to a very aggressive person, how do you feel.
- Do you ever feel rejected.
- If yes, how do you overcome it.
- Have you ever felt demotivated by a boss.
- If yes, describe that boss to me.

Notes:

Discussion objective "S"

How aware is Thomas Sample and how quickly would he recognise and overcome objections?

- How important is it in selling to give a prospect all the facts.

- Do you think all prospects want facts.
- At what stage could facts produce objections.
- What do you understand by the terms genuine and false objections.
- Give me two examples of when you spotted a false objection.
- How did you know you were right.

Notes:

Discussion objective "C"

Does Thomas Sample feel he is always right or can he recognise that he may have some weaknesses?

- Tell me about an occasion when you were reprimanded for something at work which you felt was unjustified.
- What did you do about it.
- Do you make mistakes.
- Give me a couple of instances when you felt you had made mistakes in your current or past job.
- How did your boss react on those occasions.
- What do you look for in a boss.
- Do you think I would meet that requirement.

Notes:

User Guidance

It should be noted that these questions are specifically designed for first interview stage only, i.e. initial screening. Further useful information for initial interviews can be obtained from a "Strengths and Limitations" report.

If this candidate is to be considered further, the PPA Profile report will provide additional detail. It includes information about likely behaviour under pressure, frustrations, how Thomas Sample is best motivated and the ideal style for his supervisor.