

Sales Interview Questionnaire

Private & Confidential

05/12/2007

Mr. Thomas Sample

	I	II	III
D	7	5	2
I	4	3	1
S	8	6	2
C	4	8	-4

CHARACTERISTICS

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

SALES COMPATIBILITY

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

The potential sales weaknesses relate to his innate fear of insecurity, rejection and failure. Mr. Sample may not be quick in pace and could give way far too easily in the face of stronger individuals. There are also indications that he may be too detailed at times and his presentation could become boring and repetitive. 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 and he may prefer to sell on his presentation and product knowledge rather than ask for an order.

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

INTERVIEW HINTS

Initially give Mr. Sample a fairly relaxed interview in order to draw him out. Check his people skills, taking into account his ability to enthuse and persuade others. Begin to pressurise him at a later stage in order to 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 Resume, education, experience, knowledge and other special needs. The following questions have been selected to assess Mr. Sample's potential shortfalls in relation to the selected type of role. The full battery of questions should be used.

Discussion objective "D"

Can Mr. 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 manager 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 Mr. 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 manager.
- If yes, describe that manager to me.

Notes:

Discussion objective "S"

How aware is Mr. Sample and how quickly would he recognize 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 Mr. Sample feel he is always right or can he recognize 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 manager react on those occasions.
- What do you look for in a manager.
- 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 Mr. Sample is best motivated and the ideal style for his supervisor.