

Interview Guide

Consultant Benchmark



Signature Profile

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Predictive Competencies:

- Identifies and Addresses Customer Needs
- Commits to Continued Professional Development
- Maintains and Shares Market Trend Awareness
- Makes Persuasive Presentations
- Engages Others in Learning to Maximize Benefit from Purchase
- Develops Solid Relationships by Making Client Needs a Priority
- Adapts Sales Approach to Match Buyer Motivations

Applicant Name: _____

Interview Date: _____

Interviewed By: _____

Overall
Comments: _____

Identifies and Addresses Customer Needs

<p>Question 1: Tell me about the customer base of your last employer.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: How did you determine what those customers needed?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ consistent questioning through a needs analysis that addresses customer processes and challenges ▪ giving priority to the customer's agenda ▪ taking time to listen to customer responses and input 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: How frequently were you able to successfully satisfy customer requirements and why?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ tailors business plan or solutions to the customer's needs rather than force a standard solution ▪ willingness to accept modification or rejection of suggestions in order to accommodate the customer ▪ spends time analyzing the customer's objectives versus rush an existing solution ▪ explores alternatives that better fit the customer's methods or goals 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

- Excellent | Always matched the points to look for
- Average | Matched some of the points to look for
- Poor | Did not match any of the points to look for

Commits to Continued Professional Development

<p>Question 1: Describe your career development activities in your most recent position.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: How do you accommodate development activities and normal work demands in your schedule?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ willingness to take responsibility for own career ▪ devotes extra hours for development so current responsibilities don't suffer ▪ keeps high standards even at some personal sacrifice 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: How much time do you usually focus on work and your career in the course of a week? Why?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ acknowledgment that specific time needs to be allocated to skill building to prepare for advancement ▪ willingness to give up social time in order to get ahead ▪ job is a high priority and source of pride as well as livelihood 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Maintains and Shares Market Trend Awareness

<p>Question 1: Describe some of the changing market trends you witnessed in your last position.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: What did you do to stay on top of new developments?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ develops an in-depth awareness of market issues versus a cursory understanding of changing trends ▪ invests the time needed to acquire a base of knowledge that will benefit others 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: Did you share these developments with your customers? How?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ adds to knowledge base for the purpose of educating or advising others ▪ watches for information that may not be readily available to colleagues or customers ▪ proactive in sharing market developments 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Makes Persuasive Presentations

<p>Question 1: Describe your public speaking experience.</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ at ease with the concept of formal presentations 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: What techniques work best for you when introducing new ideas to a group?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ excites the audience and grabs its attention by adding sizzle to the content ▪ creates an impact while communicating information ▪ practices and polishes a presentation ▪ varies the presentation style and content to fit the audience ▪ charismatic and projects enthusiasm about reaching the audience 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: How would you rate the effectiveness of your presentation skills and why?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ comfortable with being in control and working the crowd ▪ monitors audience response and adjusts presentation to stay on target ▪ rehearsed but willing to make a departure from the script ▪ enthusiasm about the opportunity to woo an audience versus just pass on information ▪ builds credibility by presenting relevant information 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Engages Others in Learning to Maximize Benefit from Purchase

<p>Question 1: Describe a situation in which you have functioned as a teacher in a customer setting.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: How did you prepare for that experience?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ schedules organized and consistent sessions; avoids casual or 'off-the-cuff' training ▪ develops measurable criteria for assessing progress ▪ has an awareness of others' level of experience and expertise ▪ develops own in-depth knowledge of subject matter 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: How would you evaluate your skill as an educator and why?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ enjoys the teaching process ▪ patience and persistence in reinforcing information through repetition ▪ keeps information relevant ▪ tracks effectiveness of teaching effort by monitoring customer understanding 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Develops Solid Relationships by Making Client Needs a Priority

<p>Question 1: Describe a favorable long-standing customer relationship you've had.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: What tactics have worked well to help maintain the relationship?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ makes customer needs a priority ▪ creates customer satisfaction by helping the customer become more effective in operations ▪ adjusts business plans and their implementation to address changing customer needs 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: On a scale of 1 to 10 (10=high) how would you rate your ability to nurture customer relationships and why?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ has a thorough understanding of how the customer does business ▪ makes own issues secondary to ensuring customer satisfaction ▪ adapts business strategies to accommodate individual customer needs 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Adapts Sales Approach to Match Buyer Motivations

Question 1: Tell me about your first contact with a recent prospect.

Notes:

Question 2: How did you determine the prospect's requirements?

Notes:

Look for:

- seeks information to determine the priority of needs and associated benefits for each prospect
- chooses appropriate features and applications to target the prospect's hot buttons

Question 3: To what degree did you vary your sales approach to this prospect and why?

Notes:

Look for:

- understands that different people can have very different motivations for buying the same thing
- focuses on key benefits to the buyer and doesn't distract with less relevant benefits
- sees each sales situation as unique rather than use tight variations on the same theme
- sees the proposed offering or solution through the eyes of the prospect

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