

## Interview Guide

Consultative Solution Sales Benchmark

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*Signature Profile*

## Interview Guide

### Consultative Solution Sales Benchmark

#### Predictive Competencies:

- Continuously Develops Sales Leads
- Uses Standard Discovery Questions to Qualify Prospects
- Makes Persuasive Presentations
- Commits Extra Effort to Ensure Success
- Advocates for Customers to Drive Results
- Adapts Sales Approach to Match Buyer Motivations

Applicant Name: \_\_\_\_\_

Interview Date: \_\_\_\_\_

Interviewed By: \_\_\_\_\_

Overall  
Comments: \_\_\_\_\_

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## Continuously Develops Sales Leads

<p><b>Question 1:</b> Describe the importance of lead development in your last position.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Question 2:</b> What tactics did you use to identify prospects?</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>▪ finds opportunities to be visible</li> <li>▪ establishes a presence in organizations or activities that attract potential prospects</li> <li>▪ monitors the competition and market conditions to find prospects with a need for their products or services</li> <li>▪ organizes contact information to be systematic and thorough in following up on leads</li> </ul>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Question 3:</b> What was your goal for new contacts per month and how often did you meet that goal? Why did you succeed (or fail)?</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>▪ understands the need to be consistent and methodical in developing a contact stream</li> <li>▪ disciplined in increasing contacts, regardless of existing leads in the sales funnel</li> <li>▪ sees prospecting as a numbers game to be worked until there is a payoff</li> <li>▪ networks beyond the people they know or enjoy to uncover less obvious prospects</li> </ul>	<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

## Uses Standard Discovery Questions to Qualify Prospects

<p><b>Question 1:</b> Tell me about your approach to qualifying prospects.</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>uses a standard set of questions or a formula to determine prospect's fit with the product</li> </ul>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Question 2:</b> On average, how much time is spent evaluating a prospect for potential opportunity?</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>makes a quick decision to disqualify or proceed based on responses to questions</li> <li>purchase decision is made in the short term or the prospect is deferred</li> </ul>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Question 3:</b> How would your previous boss rate you on qualifying? Why?</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>remains objective and doesn't use personal preference as a guide to evaluating a prospect</li> <li>expects to sell to the majority but recognizes that not every lead can be or should be sold</li> <li>evaluates the quality of the business to be had rather than simply push for volume</li> <li>willingness to cut loose potential business that would not be profitably serviced</li> </ul>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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## Makes Persuasive Presentations

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

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## Commits Extra Effort to Ensure Success

<p><b>Question 1:</b> Describe the time requirements of your last job and how they varied or remained unchanged from week to week.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Question 2:</b> How did this commitment impact your time outside of work?</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>▪ personal satisfaction taken in career accomplishments</li> <li>▪ willingness to adapt personal life to accommodate professional demands on their time</li> <li>▪ acceptance that long hours are part of the job</li> </ul>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Question 3:</b> Did you successfully achieve the expected business results? Why or why not?</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>▪ someone who thrives on hard work and long hours; who looks up and can't believe where the time went</li> <li>▪ builds time into their schedule to plan and prepare for results achievement</li> <li>▪ commits resources based on the objective, not by the clock</li> <li>▪ ability to stay focused when threatened by distractions</li> </ul>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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## Advocates for Customers to Drive Results

<p><b>Question 1:</b> Describe the objectives you set for yourself in your last position.</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>▪ desire to be a top producer</li> </ul>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Question 2:</b> How did you incorporate satisfying customer requirements with achieving your objectives?</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>▪ results are achieved by knowing the customer's business and meeting their needs</li> <li>▪ effort to partner with the customer</li> <li>▪ goes to bat for the customer when faced with obstacles</li> <li>▪ a collaborative effort with internal resources to satisfy the customer</li> </ul>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Question 3:</b> What has been your success rate in reaching your goals? How was that accomplished?</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>▪ acts as the voice of the customer within their organization</li> <li>▪ sees customers as partners in building their livelihood</li> <li>▪ dedication to sustaining a trusting relationship with the customer</li> </ul>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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## Adapts Sales Approach to Match Buyer Motivations

<p><b>Question 1:</b> Tell me about your first contact with a recent prospect.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Question 2:</b> How did you determine the prospect's requirements?</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>▪ seeks information to determine the priority of needs and associated benefits for each prospect</li> <li>▪ chooses appropriate features and applications to target the prospect's hot buttons</li> </ul>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Question 3:</b> To what degree did you vary your sales approach to this prospect and why?</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>▪ understands that different people can have very different motivations for buying the same thing</li> <li>▪ focuses on key benefits to the buyer and doesn't distract with less relevant benefits</li> <li>▪ sees each sales situation as unique rather than use tight variations on the same theme</li> <li>▪ sees the proposed offering or solution through the eyes of the prospect</li> </ul>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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