

Interview Guide

New Business Development Benchmark



Signature Profile

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Predictive Competencies:

- Networks Effectively
- Analyzes and Resolves Customer Problems
- Uses Standard Discovery Questions to Qualify Prospects
- Commits Extra Effort to Ensure Success
- Closes Through Incremental Steps
- Seizes New Opportunities

Applicant Name: _____

Interview Date: _____

Interviewed By: _____

Overall
Comments: _____

Networks Effectively

<p>Question 1: How were business contacts generated in your previous position?</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: What methods did you favor for expanding your base of business contacts?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ proactive versus reactive approach; takes the lead in social interactions ▪ lack of social barriers that would interfere with the discipline of seeking business opportunities through networking 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: What was your goal for new contacts per month and how often did you meet that goal? Why were you successful (or unsuccessful)?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ willingness to move outside the comfortable circle of familiar contacts to reach out to unfamiliar people or groups ▪ draws people out by talking about them as well as sharing information about themselves ▪ likes to socialize and capable of putting others at ease ▪ makes networking a priority, not a time-filler 	<p>Notes:</p> <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

Analyzes and Resolves Customer Problems

<p>Question 1: Tell me about a particularly challenging problem you've faced.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: How did you address the situation?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ an objective analysis of the problem ▪ taking ownership of the solution ▪ a willingness to look beyond standard procedures ▪ identifying the root of the problem, not just treating symptoms 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: Would your manager or peers describe you as an effective problem solver? Why?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ genuine interest in resolving problems ▪ viewing problem resolution as an opportunity to strengthen relationships, not as an inconvenience ▪ a commitment to stay focused until the solution is found ▪ closing the loop to ensure satisfaction; not passing the problem on to someone else 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Uses Standard Discovery Questions to Qualify Prospects

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

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Commits Extra Effort to Ensure Success

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

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Closes Through Incremental Steps

<p>Question 1: Describe an instance when you had to convince someone to agree to an action or decision.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: How did you make your case?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ breaks the process into smaller steps, gaining agreement at each step before moving on ▪ willingness to tailor benefits to the individual's needs ▪ demonstrates minimal pain but maximum gain associated with the decision ▪ gets them to agree to test its effectiveness by trying the solution on a small scale 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: Would you describe yourself as an effective closer? Why or why not?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ presents logical reasons that support the sale ▪ remains patient, keeping the focus on the end result ▪ continually assesses a commitment to the buying decision throughout a long sales cycle 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Seizes New Opportunities

Question 1: Describe from your professional or personal life a time when you were faced with an unexpected event or circumstance.

Notes:

Question 2: What were your options?

Look for:

- proactive in tackling the challenge
- creates options where none previously existed
- willingness to stretch past what is familiar or comfortable to experiment with new ideas

Notes:

Question 3: Was the outcome successful or unsuccessful? Why?

Look for:

- makes quick decisions while there is still time to act
- willingness to try the untested but does not take risks simply for excitement or challenge
- comfortable proposing creative solutions to others
- objective is to capitalize on the opportunity, not to protect against the downside

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