

## Interview Guide

Transactional Product Sales Benchmark

---

*Signature Profile*

## Interview Guide

### Transactional Product Sales Benchmark

#### Predictive Competencies:

- Achieves Results by Tailoring Message to Resonate with Buyer Motivations
- Qualifies Prospects by Assessing Interest Level
- Closes Through Emotional Appeal
- Takes Initiative to Improve Personal Productivity and Achieve Career Goals
- Demonstrates Perseverance

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

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

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

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

## Achieves Results by Tailoring Message to Resonate with Buyer Motivations

<p><b>Question 1:</b> Tell me about your experience with identifying and capitalizing on opportunities to expand business.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Question 2:</b> What approaches have you found to be most useful?</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>▪ a needs analysis to properly position the product offering with the appropriate features/options</li> <li>▪ varies the benefit message to appeal to different prospects</li> </ul>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Question 3:</b> How successful have you been at accommodating the additional business opportunities you have developed and why?</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>▪ challenged to find the hot buttons that will make the product offering appealing to the prospect</li> <li>▪ patience in finding the approach that fits a prospect rather than force a quick match</li> <li>▪ flexibility in presenting the various benefits of a fairly fixed product offering</li> </ul>	<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

## Qualifies Prospects by Assessing Interest Level

<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>focus on emotional needs of the buyer and readiness to try something new</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>recognizes there is a limited window of opportunity to attract interest</li> <li>quickly finds what excites the prospect and discontinues contact if interest is waning</li> <li>tests the prospect's willingness to pick them and their products versus alternatives</li> </ul>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Question 3:</b> How would your previous manager rate you on qualifying? Why?</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>keeps focus on prospect's readiness or urgency to buy</li> <li>easily disengages from lukewarm prospects</li> <li>devotes time and resources to those prospects close to a buying decision</li> <li>has a solid understanding of products/applications in order to efficiently assess the sales opportunity</li> </ul>	<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

## Closes Through Emotional Appeal

<p><b>Question 1:</b> 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><b>Question 2:</b> How did you make your case?</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>▪ builds enthusiasm</li> <li>▪ creates a sense of urgency based on an emotional appeal and fear of lost opportunity</li> <li>▪ confronts delaying tactics head-on</li> <li>▪ gives permission to agree by offering reasons that justify the decision</li> </ul>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Question 3:</b> Would you describe yourself as an effective closer? Why or why not?</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>▪ can push without seeming to be too aggressive</li> <li>▪ takes little time for reflection since the individual may be looking at other options to satisfy their needs; makes the most of each contact</li> <li>▪ runs at full throttle, looking for opportunities to trial close a decision</li> <li>▪ builds an emotional payoff in the customer's mind</li> </ul>	<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

## Takes Initiative to Improve Personal Productivity and Achieve Career Goals

<p><b>Question 1:</b> Describe a past situation that could not be handled by standard or established procedures.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Question 2:</b> How did you proceed?</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>▪ willingness to step up and not wait to be helped</li> <li>▪ suggests ideas rather than wait for instruction</li> <li>▪ unwillingness to settle for an existing menu of possible solutions if they do not fit the situation</li> <li>▪ takes advantage of available resources to build their own solution</li> </ul>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Question 3:</b> How would you rate your ability to work around barriers to getting a job done and why?</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>▪ takes responsibility for making constructive changes that will further personal goals</li> <li>▪ does not stall when normal channels are blocked; works around barriers</li> <li>▪ prepares alternatives so that original goal is not in jeopardy</li> <li>▪ proactive in taking steps to improve personal productivity</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

## Demonstrates Perseverance

<p><b>Question 1:</b> Describe your primary ongoing responsibilities in your most recent position.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Question 2:</b> How did you manage setbacks or distractions?</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>▪ ability to stay focused</li> <li>▪ steady, consistent progress</li> <li>▪ kept long-term benefits in sight</li> </ul>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Question 3:</b> On a scale of 1-10, how would you rate your ability to stay focused? Why?</p> <p><b>Look for:</b></p> <ul style="list-style-type: none"> <li>▪ unwillingness to give up or to take a shortcut because it is easier</li> <li>▪ puts more effort into reaching the goal rather than change the goal</li> <li>▪ doesn't take an expected outcome for granted</li> <li>▪ satisfaction comes from achieving the ultimate objective, not from keeping the path to that objective free from delays or failures</li> </ul>	<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



937.259.1200 | 800.254.5995

ChallyAssessment@chally.com | [www.chally.com](http://www.chally.com)