

Interview Guide – Alternate Questions

Transactional Product Sales Benchmark



Signature Profile

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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

Question 1: Walk me through your process for finding and pursuing opportunities to increase revenue.

Notes:

Question 2: What approach do you take to engage prospects?

Look for:

- a needs analysis to properly position the product offering with the appropriate features/options
- varies the benefit message to appeal to different prospects

Notes:

Question 3: What percent of the time have you been able to generate additional business from the growth opportunities you have identified? What has contributed to your success rate?

Look for:

- challenged to find the hot buttons that will make the product offering appealing to the prospect
- patience in finding the approach that fits a prospect rather than force a quick match
- flexibility in presenting the various benefits of a fairly fixed product offering

Notes:

- ☐ Excellent
☐ Average
☐ Poor

Always matched the points to look for
 Matched some of the points to look for
 Did not match any of the points to look for

Qualifies Prospects by Assessing Interest Level

Question 1: Describe the steps you take to qualify a prospect.

Look for:

- focus on emotional needs of the buyer and readiness to try something new

Notes:

Question 2: How much time would you typically invest in this step of the sales process?

Look for:

- recognizes there is a limited window of opportunity to attract interest
- quickly finds what excites the prospect and discontinues contact if interest is waning
- tests the prospect's willingness to pick them and their products versus alternatives

Notes:

Question 3: How would you rate your overall effectiveness at qualifying? Why?

Look for:

- keeps focus on prospect's readiness or urgency to buy
- easily disengages from lukewarm prospects
- devotes time and resources to those prospects close to a buying decision
- has a solid understanding of products/applications in order to efficiently assess the sales opportunity

Notes:

☐ Excellent

☐ Average

☐ Poor

Always matched the points to look for

Matched some of the points to look for

Did not match any of the points to look for

Closes Through Emotional Appeal

Question 1: Tell me about a time when you had to persuade someone to agree with you.

Notes:

Question 2: How did you make your point?

Look for:

- builds enthusiasm
- creates a sense of urgency based on an emotional appeal and fear of lost opportunity
- confronts delaying tactics head-on
- gives permission to agree by offering reasons that justify the decision

Notes:

Question 3: How would you rate your closing skills? What is the basis for your rating?

Look for:

- can push without seeming to be too aggressive
- takes little time for reflection since the individual may be looking at other options to satisfy their needs; makes the most of each contact
- runs at full throttle, looking for opportunities to trial close a decision
- builds an emotional payoff in the customer's mind

Notes:

☐ 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

Question 1: Tell me about a past situation in which an established or traditionally effective approach no longer supported the desired objectives.

Notes:

Question 2: What was your response?

Look for:

- willingness to step up and not wait to be helped
- suggests ideas rather than wait for instruction
- unwillingness to settle for an existing menu of possible solutions if they do not fit the situation
- takes advantage of available resources to build their own solution

Notes:

Question 3: Rate your effectiveness at finding a solution. How could you have improved on your choice?

Look for:

- takes responsibility for making constructive changes that will further personal goals
- does not stall when normal channels are blocked; works around barriers
- prepares alternatives so that original goal is not in jeopardy
- proactive in taking steps to improve personal productivity

Notes:

- | | |
|---|--|
| <input type="checkbox"/> Excellent
<input type="checkbox"/> Average
<input type="checkbox"/> Poor | Always matched the points to look for
Matched some of the points to look for
Did not match any of the points to look for |
|---|--|

Demonstrates Perseverance

Question 1: Tell me about the primary responsibilities of your last position.

Notes:

Question 2: What did you do to stay on task in the face of roadblocks or distractions?

Notes:

Look for:

- ability to stay focused
- steady, consistent progress
- kept long-term benefits in sight

Question 3: How successful were you at keeping your focus? Why?

Notes:

Look for:

- unwillingness to give up or to take a shortcut because it is easier
- puts more effort into reaching the goal rather than change the goal
- doesn't take an expected outcome for granted
- satisfaction comes from achieving the ultimate objective, not from keeping the path to that objective free from delays or failures

- | | |
|---|--|
| <input type="checkbox"/> Excellent
<input type="checkbox"/> Average
<input type="checkbox"/> Poor | Always matched the points to look for
Matched some of the points to look for
Did not match any of the points to look for |
|---|--|



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