

Interview Guide – Alternate Questions

New Product Field Sales Benchmark

Signature Profile

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Predictive Competencies:

- Achieves Results by Tailoring Message to Resonate with Buyer Motivations
- Makes Persuasive Presentations
- Qualifies Prospects for Fit
- Addresses the Needs of Multiple Buyers
- Tailors Style to Fit Customer Expectations

Applicant Name: _____

Interview Date: _____

Interviewed By: _____

Overall
Comments: _____

Achieves Results by Tailoring Message to Resonate with Buyer Motivations

<p>Question 1: Walk me through your process for finding and pursuing opportunities to increase revenue.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: What approach do you take to engage prospects?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ a needs analysis to properly position the product offering with the appropriate features/options ▪ varies the benefit message to appeal to different prospects 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>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?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ 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 	<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

Makes Persuasive Presentations

Question 1: What type of formal presentations have you made in the past?

Look for:

- at ease with the concept of formal presentations

Notes:

Question 2: How do you get the audience to pay attention and listen to what you have to say?

Look for:

- excites the audience and grabs its attention by adding sizzle to the content
- creates an impact while communicating information
- practices and polishes their presentation
- varies the presentation style and content to fit the audience
- charismatic and projects enthusiasm about reaching the audience

Notes:

Question 3: How successful are you at swaying an audience with your presentation and why?

Look for:

- 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

Notes:

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- Poor | Did not match any of the points to look for

Qualifies Prospects for Fit

<p>Question 1: Describe the steps you take to qualify a prospect.</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ complete understanding of product/service applications in the prospect's setting ▪ needs analysis to identify prospect requirements and determine a profitable match 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: How long does it take to qualify a prospect?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ willingness to eliminate indecisive or unprofitable prospects from the sale funnel; doesn't try to interest cool prospects ▪ a sense of urgency in moving the sales process along 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: What is your success rate in identifying solid prospects and why?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ recognizes that not all prospects' needs can be profitably satisfied ▪ tests the prospect's willingness to pick their products versus alternatives early in the sales process ▪ matches prospects to an existing system or product design rather than customize or make modifications to attract interest 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Addresses the Needs of Multiple Buyers

<p>Question 1: Describe the challenges of working with more than one contact within a customer organization.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: How did you proceed when faced with conflicting agendas?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ plans an approach that accounts for conflicting requirements ▪ factors delays or obstacles created by varied needs into their timeline ▪ checks progress regularly to minimize surprises 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: Was the outcome successful or unsuccessful? Why?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ an anticipation that conflicts will emerge and a preparation of alternatives ▪ flexibility needed to manage the needs of multiple contacts ▪ does not base their approach on a personal loyalty to a primary contact ▪ an unwillingness to take the easy route and lower goals to be easier to achieve 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Tailors Style to Fit Customer Expectations

<p>Question 1: Tell me about some of the typical contacts you met with in your last position.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: How did you prepare for these meetings?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ becomes familiar with the contact and their businesses/markets ▪ curiosity about and sensitivity to the company culture and background of the individuals ▪ involvement in industry activities that would acquaint them with the contact's expectations ▪ studies the image or style that will allow them to fit in with and be trusted by the contact 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: Were you successful at making a favorable first impression? Why or why not?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ flexibility in adapting style to meet contact's expectations ▪ recognizes the business etiquette appropriate to each situation ▪ sincerity and genuineness in the image projected, not obviously playing a role ▪ promotes themselves and the company in ways compatible with the contact's expectations 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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