

Interview Guide – Alternate Questions

Outbound Inside Sales Benchmark

Signature Profile

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Predictive Competencies:

- Makes Persuasive Presentations
- Builds Business by Proactive Customer Contact
- Maintains Active Pace
- Highlights Standard Benefits when Addressing Buyer Concerns
- Updates Working Knowledge of Offerings to Provide Recommendations
- Commits Extra Effort to Ensure Success

Applicant Name: _____

Interview Date: _____

Interviewed By: _____

Overall
Comments: _____

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:

- 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

Builds Business by Proactive Customer Contact

<p>Question 1: Describe the customer base of your last employer.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: How did you find new prospects?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ always seeking opportunities to uncover possible business contacts ▪ constantly meeting people and networking ▪ involvement in activities or organizations that would introduce them to prospects 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: What is your degree of success in developing new business and why?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ makes networking a priority, not a time-filler during slow periods ▪ persistent in their focus on expansion, even when they hit a wall; is not discouraged by rejection ▪ comfortable with meeting people and trying to interest them in their product or service 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Maintains Active Pace

<p>Question 1: How would you describe the energy level required by your last position?</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: What kind of pace did you typically set for yourself?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ the capacity to work rapidly, particularly within deadlines ▪ recognition of the need to increase their pace to accommodate the unevenness of the workload ▪ an effort to push through periods of peak demand and reenergize later 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: In comparison to your co-workers, how would you judge your effectiveness at meeting the demands created by high volume or tight deadlines and why?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ high degree of stamina or endurance ▪ pride in being a hard worker ▪ ability to recharge in order to keep going when the work volume builds ▪ output is higher than average 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Highlights Standard Benefits When Addressing Buyer Concerns

<p>Question 1: Describe the most common objections you have heard from customers.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: How do you address these objections?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ asks detailed questions to find the basis for the concern ▪ listens to and validates objections rather than dismiss them ▪ gets concerns on the table before trying to problem-solve or alleviate them 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: On a scale of 1-10 (10=high), how do you rate your ability to resolve customer objections? Why?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ uncovers unspoken objections rather than hope they don't exist ▪ keeps emotions in check, focusing on solutions and not personalities ▪ knows the features and benefits that will address the objection ▪ provides answers without overexplaining or promising what can't be delivered 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Updates Working Knowledge of Offerings to Provide Recommendations

<p>Question 1: Describe the frequency with which product or applications knowledge became outdated in your last position.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: How did you keep current on product modifications?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ proactive in acquiring and maintaining updated knowledge ▪ uses a hands-on learning approach ▪ gains knowledge by observing others and benefiting from their experiences ▪ makes frequent and thorough efforts to update knowledge; digs deeper than a surface understanding 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: How would your customers rate your effectiveness as a source of product and applications knowledge and why?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ believes there is always something new to learn; will not rest on an existing knowledge base ▪ acquires knowledge that will have a direct impact on meeting customer needs ▪ tries to be prepared but admits when they do not know something; asks for help in order to efficiently respond 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Commits Extra Effort to Ensure Success

<p>Question 1: How many hours did a typical day (or a typical week) involve in your last position?</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: How did you accommodate this commitment?</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 meet the demands of your job? 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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