

Interview Guide

Sales Team Lead Benchmark



Signature Profile

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Predictive Competencies:

- Continuously Develops Sales Leads
- Uses Standard Discovery Questions to Quality Prospects
- Makes Persuasive Presentations
- Commits Extra Effort to Ensure Success
- Advocates for Customers to Drive Results
- Adapts Sales Approach to Match Buyer Motivations
- Proactively Mentors and Supports Others
- Coaches Others and Provides Timely Feedback

Applicant Name: _____

Interview Date: _____

Interviewed By: _____

Overall
Comments: _____

Continuously Develops Sales Leads

<p>Question 1: Describe the importance of lead development in your last position.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: What tactics did you use to identify prospects?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ finds opportunities to be visible ▪ establishes a presence in organizations or activities that attract potential prospects ▪ monitors the competition and market conditions to find prospects with a need for their products or services ▪ organizes contact information to be systematic and thorough in following up on leads 	<p>Notes:</p> <hr/> <hr/> <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 did you succeed (or fail)?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ understands the need to be consistent and methodical in developing a contact stream ▪ disciplined in increasing contacts, regardless of existing leads in the sales funnel ▪ sees prospecting as a numbers game to be worked until there is a payoff ▪ networks beyond the people they know or enjoy to uncover less obvious prospects 	<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

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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Makes Persuasive Presentations

<p>Question 1: Describe your public speaking experience.</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ at ease with the concept of formal presentations 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: What techniques work best for you when introducing new ideas to a group?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ excites the audience and grabs its attention by adding sizzle to the content ▪ creates an impact while communicating information ▪ practices and polishes a presentation ▪ varies the presentation style and content to fit the audience ▪ charismatic and projects enthusiasm about reaching the audience 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: How would you rate the effectiveness of your presentation skills and why?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ 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 	<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 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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Advocates for Customers to Drive Results

<p>Question 1: Describe the objectives you set for yourself in your last position.</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ desire to be a top producer 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: How did you incorporate satisfying customer requirements with achieving your objectives?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ results are achieved by knowing the customer's business and meeting their needs ▪ effort to partner with the customer ▪ goes to bat for the customer when faced with obstacles ▪ a collaborative effort with internal resources to satisfy the customer 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: What has been your success rate in reaching your goals? How was that accomplished?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ acts as the voice of the customer within their organization ▪ sees customers as partners in building a livelihood ▪ dedication to sustaining a trusting relationship with the customer 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Adapts Sales Approach to Match Buyer Motivations

<p>Question 1: Tell me about your first contact with a recent prospect.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: How did you determine the prospect's requirements?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ seeks information to determine the priority of needs and associated benefits for each prospect ▪ chooses appropriate features and applications to target the prospect's hot buttons 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: To what degree did you vary your sales approach to this prospect and why?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ understands that different people can have very different motivations for buying the same thing ▪ focuses on key benefits to the buyer and doesn't distract with less relevant benefits ▪ sees each sales situation as unique rather than use tight variations on the same theme ▪ sees the proposed offering or solution through the eyes of the prospect 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Proactively Mentors and Supports Others

<p>Question 1: Describe your past experience in an advisory or mentoring role.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: How did you benefit from this experience?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ personal satisfaction from opportunities to encourage or support others ▪ pride in being a role model and seeing a protégé blossom ▪ enjoyment from seeing others grow ▪ opportunity to demonstrate own wisdom and expertise 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: How would your coaching skills be evaluated by someone you have mentored in the past?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ patience with inexperienced individuals ▪ willingness to review or repeat what may seem to them to be rudimentary issues ▪ initiates advice; does not wait to be asked 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Coaches Others and Provides Timely Feedback

<p>Question 1: Tell me about a time when you served as a model or example for someone who was learning the ropes.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: What are the benefits of working side by side with someone as a means of teaching or mentoring them?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ regular versus sporadic observation of salespeople in action ▪ modeling of sales techniques and demonstration of more intuitive approaches ▪ providing performance critiques and suggestions ▪ lending credibility to the primary salesperson 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: Have you been successful at providing these benefits? Why or why not?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ stays out of the limelight and takes a supporting role when appropriate; is not there to show off to the client ▪ provides backup but allows salesperson to learn from their mistakes ▪ does not become distracted from this process by other requirements or pressures of the job 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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