

Interview Guide – Alternate Questions

Specialized Technical Sales Benchmark

Signature Profile

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Predictive Competencies:

- Anticipates Obstacles That Could Impede Progress
- Identifies and Addresses Customer Needs
- Builds Credibility by Sharing Knowledge
- Maintains and Shares Market Trend Awareness
- Effectively Communicates in an Informal Manner

Applicant Name: _____

Interview Date: _____

Interviewed By: _____

Overall
Comments: _____

Anticipates Obstacles That Could Impede Progress

<p>Question 1: Describe your process for establishing business goals and/or performance standards for yourself.</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ drive to meet or exceed business objectives 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: How have you responded to obstacles or roadblocks that could result in setbacks?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ an anticipation that things could go wrong and a preparation of alternatives ▪ visualization of steps leading to the goal ▪ keeps politics to a minimum and cuts through red tape and bureaucracy ▪ finds shortcuts, works around the system when necessary 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: Has this approach enabled you to effectively meet or exceed your goals? Why or why not?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ a drive to achieve targeted results in accordance with customer-defined requirements ▪ unwillingness to sacrifice quality to achieve results ▪ focus on the result that is expected, not making an impression or creating an image ▪ an unwillingness to take the easy route or to settle for more moderate goals 	<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

Identifies and Addresses Customer Needs

<p>Question 1: How would you describe the customer base of your more recent employer?</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: How did you become aware that a customer's requirements had changed?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ consistent questioning through a needs analysis that addresses customer processes and challenges ▪ giving priority to the customer's agenda ▪ taking time to listen to customer responses and input 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: Were you able to successfully provide options or solutions that met specific customer needs? Why or why not?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ tailors business plans or solutions to the customer's needs rather than force a standard solution ▪ willingness to accept modification or rejection of their suggestions in order to accommodate the customer ▪ spends time analyzing the customer's objectives versus rush an existing solution ▪ explores alternatives that better fit the customer's methods or goals 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Builds Credibility by Sharing Knowledge

<p>Question 1: Tell me about some common information needs expressed by customers in a past position.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: What steps did you take to accommodate their requests?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ proactive in sharing information that keeps the customer current ▪ sense of urgency and timeliness of response ▪ provides status reports if information delivery is delayed ▪ keeps information sources current and reliable ▪ networks to access key data or verify questionable information from internal systems 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: How would customers rate you as a source of information and why?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ pride in personal credibility ▪ understands that credibility is dependent upon currency and validity of their input ▪ stays informed of new developments and changing issues ▪ keeps information factual without a personal spin or interpretation ▪ knows how to access others' expertise 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Maintains and Shares Market Trend Awareness

<p>Question 1: What changes did you see take place in the market in your previous position?</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: How did you familiarize yourself those changes?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ develops an in-depth awareness of market issues versus a cursory understanding of changing trends ▪ invests the time needed to acquire a base of knowledge that will benefit others 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: Did your customers benefit from your understanding of changing market issues? How?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ adds to knowledge base for the purpose of educating or advising others ▪ watches for information that may not be readily available to colleagues or customers ▪ proactive in sharing market developments 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Effectively Communicates in an Informal Manner

<p>Question 1: Describe a time when you presented a new idea to someone who wasn't familiar with what you were talking about.</p>	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 2: How did you ensure that the other person understood what you were saying?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ tailors the communication style and content to accommodate the audience ▪ encourages feedback or questions to be sure that they have been understood ▪ takes an interactive approach to sharing information 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Question 3: How would you rate your ability to make one-on-one presentations and why?</p> <p>Look for:</p> <ul style="list-style-type: none"> ▪ talks with the individual rather than direct a speech at the individual ▪ keeps the focus on content and not on performance ▪ refrains from presentations that are too staged; comfortable being themselves ▪ develops a personal rapport that persuades others to listen 	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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