



ACME INC.

SALES SYSTEM INTERVIEW GUIDE

for

Sample Applicant

SS#: 123-45-6789

Date Printed: 01/17/2011

Interviewer's Name: _____

Summary comments/recommendations from interview:

ORGANIZATIONALLY SPECIFIC QUESTIONS

In the space below, list any additional interview questions to be asked. These should include any questions needed to clarify information from the participant's resume/application, as well as questions specific to the position/organization. (Use the back of this page or insert additional pages if necessary.)

SUGGESTIONS FOR CONDUCTING THE INTERVIEW

Before the session begins...

- Take the steps necessary to ensure that the session will not be interrupted. The participant should receive your undivided attention.
- Review the participant's application/resume to identify any background information that needs to be explored or clarified. List questions for these items, as well as any additional questions you intend to ask, on the sheet titled "ORGANIZATIONALLY SPECIFIC QUESTIONS."

Starting the session...

- Attempt to establish rapport and put the participant at ease.
- Explain the general purpose and format of the interview.
- Ask for and respond to any questions the participant may have.

Conducting the interview...

- Ask the interview questions and take notes on the participant's responses.

Closing the session...

- Indicate that all interview questions have been covered.
- Explain any relevant follow-up activities.
- Ask for and respond to any questions the participant may have.
- Thank the participant and close the session.

After the session...

- Evaluate the Organizationally Specific Questions and the AccuVision interview questions (including the oral and interpersonal areas). The following rating scale can be used for making these evaluations.

3 - More than acceptable 2 - Acceptable 1 - Less than acceptable

- Summarize the results of the interview in the space provided on the cover page.

(Interview for SAMPLE APPLICANT)

GENERAL QUESTIONS

QUESTION 1: As a sales professional, you will be required to make presentations to groups of people. What experiences do you have in making formal presentations? For example, what size groups have you presented to, what was the purpose of your presentation, and what type of preparation was required?

NOTES:

SAMPLE EFFECTIVE BEHAVIORS:

1. Describing experiences in giving formal presentations, particularly instances in which the focus of the presentation is selling or influencing others.
2. Describing experiences in which considerable preparation was necessary before giving a formal presentation (e.g. making overheads, presenting to others as a “dry run” before the presentation, etc.).

SAMPLE INEFFECTIVE BEHAVIORS:

1. Failing to describe experiences involving formal presentations and/or failing to describe relevant preparation activities typically required of formal presentations.

RATING FOR RESPONSE: _____

(Interview for SAMPLE APPLICANT)

GENERAL QUESTIONS

QUESTION 2: As you think about performing multiple activities and duties, such as selling and providing post-sales service to a large number of organizations, how would you organize and plan your activities to meet such demands?

NOTES:

SAMPLE EFFECTIVE BEHAVIORS:

1. Explaining the need for setting priorities and making plans based on relevant criteria (e.g. relative importance, urgency, etc.).
2. Mentioning the need for written plans and objectives.
3. Explaining the need to maintain a balance between prospecting activities and managing existing customers.
4. Separating short-range from long-range plans and activities.

SAMPLE INEFFECTIVE BEHAVIORS:

1. Failing to mention the need for up-front planning/organizing efforts and/or the need to maintain balance between selling and service activities.

RATING FOR RESPONSE: _____

(Interview for SAMPLE APPLICANT)

QUESTION: As a sales professional, you'll have many competing demands on your time. How do you keep "service" activities related to existing customers from wasting your "selling" time?

NOTES:

SAMPLE EFFECTIVE BEHAVIORS:

1. Stating that a balance should be maintained between selling and service activities in order to generate new sales and establish long-term relationships with existing customers.
2. Providing suggestions for handling service-related interactions, such as referring customers to appropriate service, training, etc. staff within your company.
3. Indicating that recurring sales (re-ordering) and cross-selling (sales of new products/services to existing customers) are a vital part of selling, and that viewing service activities as wasting selling time is incorrect.

SAMPLE INEFFECTIVE BEHAVIORS:

1. Viewing selling to new customers as the only aspect of the sales process and having no regard for the value of existing customers.

RATING FOR RESPONSE: _____

(Interview for SAMPLE APPLICANT)

QUESTION: Assume that your company offers a price on a particular product that is 2% higher than your competitor's. Your price includes shipping and handling charges and same-day mail-out, which is not included in your competitor's price. You could, however, match your competitor's price and still make an acceptable profit. Now assume that you have been in contact with a potential customer on several occasions over the past week about a medium-sized sale. The customer has been reluctant to pay your price, but appears eager to buy from your company. If the customer says he will sign the purchase order today, but only if you meet the competitor's price, what would you do?

NOTES:

SAMPLE EFFECTIVE BEHAVIORS:

1. Attempting to close the sale at your original price by explaining the differences between your offer and that of your competitor's: your price includes s&h, but if he buys from the competitor, he will have to cover these costs; and your cost also includes additional benefits such as same-day mail-out, which is not included in competitor's offer.
2. If the customer remains unwilling to buy at the original asking price, negotiating the sale based on some middle-ground price (e.g. 1% over competitor's).

SAMPLE INEFFECTIVE BEHAVIORS:

1. Failing to attempt closing the sale at the original price by discussing differences between your offer and your competitor's.
2. Failing to suggest a "middle-ground" offer if the customer is unwilling to pay the original asking price.

RATING FOR RESPONSE:_____

(Interview for SAMPLE APPLICANT)

ORAL COMMUNICATIONS

No questions are asked for this area. Rather, the participant is evaluated based on behaviors observed during the overall interview session.

NOTES:

SAMPLE EFFECTIVE BEHAVIORS:

1. Expressed comments in a concise manner.
2. Enunciated clearly.
3. Spoke in a fluid manner.
4. Looked at interviewer when speaking.
5. Used gestures to emphasize points.
6. Expressed ideas in an easy to understand manner.
7. Used proper grammar.
8. Used voice inflection to emphasize points.

SAMPLE INEFFECTIVE BEHAVIORS:

1. Rambled on or was overly wordy.
2. Had slurred speech.
3. Was overly hesitant or choppy when speaking.
4. Failed to maintain eye contact when speaking.
5. Expressed ideas in a manner that was difficult to follow and/or understand.
6. Made grammatical errors.
7. Spoke in a monotone and/or failed to use gestures.

RATING FOR RESPONSE: _____

(Interview for SAMPLE APPLICANT)

INTERPERSONAL

No questions are asked for this area. Rather, the participant is evaluated based on behaviors observed during the overall interview session.

NOTES:

SAMPLE EFFECTIVE BEHAVIORS:

1. At the start of the session, offered a polite and enthusiastic greeting.
2. As appropriate, used amenities such as "please" and "thank you."
3. Maintained a polite, courteous, and enthusiastic demeanor during the session.
4. Actively listened to the interviewer's comments (e.g., maintained eye contact while listening, nodding while listening, etc.).
5. At the close of the session, expressed appreciation for the interviewer's time and consideration.

SAMPLE INEFFECTIVE BEHAVIORS:

1. Asked questions in an abrupt or curt manner.
2. Displayed little enthusiasm or politeness.

RATING FOR RESPONSE: _____