Interview Guide

Sales

Shortlister

This interview guide will help you to quickly identify which candidates should be on your shortlist. By asking these questions and assessing answers against the indicators provided will help you determine better which are the high performing candidates. This guide was prepared by our Head of Assessment Design, Claire Crisp (BSc, MSc, C.Psychol)

Responsibilities

- Identifies, develops and closes sales opportunities
- Builds a wide network of contacts
- Prepares compelling pitches and proposals
- Alligns solutions to client needs
- Produces accurate forecasts
- Builds client growth plans

Key Competencies Required

Primary
- Persuasive Communication
- Networking

Secondary
- Resilience • Delivering results
- Drive and motivation
- Planning and Organising

Interview Questions

Below are two questions which will help you identify and eliminate those candidates who do not possess the persuasive communication and networking required to be successful in an Sales role. To support these questions, we've prepared a rating system to help you evaluate a candidates' answer – you'll find these on page two.

1 To assess Persuasive Communication

" Tell me about a time when you have had successfully persuaded a customer to follow your approach when they were initially unwilling. How specifically did you do this and what was the result? "

2 To assess Networking

" Give me an example of a time when you have proactivelysought to network with a new contact. Why was this important and what approach did you take? "

How to assess: Persuasive Communication

A suitable candidate will communicate clearly and project credibility. They will use a variety of methods to persuade and convince others in a way that results in agreement and commitmennt.

Positive Behaviours	5	4	3	2	1	Negative Behaviours
Communicates clearly and with credibility	☐	☐	☐	☐	☐	Communicates unclearly (e.g. mumbles) and lacks credibilty
Articulates the benefits and values of their solution to gain buy-in	☐	☐	☐	☐	☐	Does not articulate the benefits and values of their solution
Listens to others and responds to their views or concerns	☐	☐	☐	☐	☐	Dismisses others' views; fails to listen
Uses a variety of methods to persuade others; perseveres to gain agreement	☐	☐	☐	☐	☐	Has one method of persuasion; gives up easily if unsuccessful
Gains commitment to firm actions before closing discussions	☐	☐	☐	☐	☐	Closes discussions without ensuring commitment

How to assess: Networking

A suitable candidate will identify and build relationships which will help them to achieve their targets. They will be a confident networker and use a variety of techniques to build and strengthen networks.

Positive Behaviours	5	4	3	2	1	Negative Behaviours
Understands the importance of building networks	☐	☐	☐	☐	☐	Underestimates the importance of building networks
Builds networks with people who will help them achieve targets/goals	☐	☐	☐	☐	☐	Networks indiscriminately; does not consider the worth of specific relationships
Networks through a range of techniques e.g. sharing useful information, attending events etc.	☐	☐	☐	☐	☐	Relies on a single networking technique; networks passively
Follows up on initial contact to establish an ongoing relationship	☐	☐	☐	☐	☐	Wastes initial contacts; does not establish a long-term relationship

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We increase quality and confidence in hiring with a structured approach to interviewing. Our interviews showcase the strengths of both the candidate and the hiring company. This alignment makes certain only the most suitable candidates are shortlisted each and everytime.