



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

- Manages key client accounts
- Finds upsell/cross sell opportunities within accounts
- Manages and resolves conflicts with clients
- Prepares sales reports
- Maintains CRM system

Key Competencies Required

Primary

- Client Development
- Managing Customers
- Delivering Results

Secondary

- Initiative
- Planning and organising
- Collaboration

Interview Questions

Below are two questions which will help you identify and eliminate those candidates who do not possess the client development and managing customer skills required to be successful in a Account Manager/Inside 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 Client Development

“ Give me an example of a client account that you have managed where you increased the services or products they bought from you. What specifically did you do to achieve this? **”**

2 To assess Managing Customers

“ Tell me about a time when you have resolved an issue or complaint that one of your customers had. What approach did you take and why? **”**

How to assess: Client Development

A suitable candidate will constantly look for opportunities to sell more to their key clients. They will build strong relationships with their clients and ensure they understand their business and needs, in order to uncover further sales opportunities

| Positive Behaviours | 5 | 4 | 3 | 2 | 1 | Negative Behaviours |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---|
| Shares information with clients in order to build strong relationships | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Misses opportunities to share information / build relationships with clients |
| Proactively seeks regular contact with clients | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Reacts to clients; rarely initiates contact |
| Asks questions of key individuals to understand their needs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Assumes understanding of client needs; asks minimal questions |
| Offers additional services or products to clients which meet their needs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Offers inappropriate products or services to clients/fails to spot opportunities to offer additional services |

How to assess: Managing Customers

A suitable candidate will quickly and proactively resolve customer complaints. They will put the customer first and ensure ongoing satisfaction is monitored.

| Positive Behaviours | 5 | 4 | 3 | 2 | 1 | Negative Behaviours |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---|
| Prioritises the resolution of customer complaints | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Assigns low priority to the resolution of customer complaints |
| Takes immediate and decisive actions which resolve customer issues or complaints | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Takes actions which do not resolve customer issues/takes too long to act |
| Proactively follows up with customers to ensure they are satisfied | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Assumes customers are satisfied; fails to talk to customers to check satisfaction |
| Views situations from the customer's perspective | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Views situations from own perspective rather than that of the customer |