



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

- Closes sales deals over the telephone
- Builds and maintains customer relationships
- Tasks and processes orders accurately
- Handles customer grievances

Key Competencies Required

Primary

- Persuasive Communication
- Drive and Motivation
- Resilience

Secondary

- Delivering Results
- Interpersonal Awareness
- Initiative

Interview Questions

Below are two questions which will help you identify and eliminate those candidates who do not possess the drive and motivation and resilience required to be successful in a Telesales Executive. 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 Drive and Motivation

“ Tell me about a time when you had to put in extra effort to meet a target you had been set. How did you feel about the target? What happened in the end?
”

2 To assess Resilience

“ Talk me through a work day where you had several customers decline the services or products you were offering. How did you respond?
”

How to assess: Drive and Motivation

A suitable candidate will be self-motivated and driven to achieve. They will willingly put in extra effort in order to achieve their targets.

Positive Behaviours	5	4	3	2	1	Negative Behaviours
Responds positively to targets	<input type="checkbox"/>	Responds negatively/ambivalently to targets				
Motivates themselves without input from others	<input type="checkbox"/>	Requires input from others to raise motivation levels				
Puts in extra effort in order to achieve their targets	<input type="checkbox"/>	Misses targets; puts in minimal effort				
Shows determination and confidence in pursuit of targets and goals	<input type="checkbox"/>	Tackles goals and targets with minimal determination; is unconfident of success				

How to assess: Resilience

A suitable candidate will handle rejection positively and calmly. They will seek to overcome difficulties and will believe they can turn things round.

Positive Behaviours	5	4	3	2	1	Negative Behaviours
Responds positively to setbacks or rejection	<input type="checkbox"/>	Feels dejected/negative in the face of setbacks or rejection				
Maintains perspective when handling rejection	<input type="checkbox"/>	Takes rejection personally; is over-sensitive				
Perseveres when faced with rejection; tries a different approach	<input type="checkbox"/>	Gives up in face of rejection; panics about how to move forwards				
Asks question to ensure full understanding of a situation	<input type="checkbox"/>	Shies away from uncomfortable situations; avoids asking questions to help understanding				