

## Hiring Interview Role-playing

### Notes to Interviewer:

- 1) This is to be a role-playing exercise in which the candidate is the sales rep and the interviewer the prospect. If the person sells tangible items select an intangible, if they sell intangibles, select a tangible. Do not select an item which is too close to what the candidate is already selling or may have sold in the past.
- 2) Allow 5 - 10 minutes to prepare. Begin by greeting the candidate as if they are a sales rep coming in to sell the article you have assigned. Your role-play should be as realistic as possible and done in a kind and courteous manner. The exercise should take no more than 20-30 minutes.
- 3) Grading should be done at the end of the role-play using the following format:

CRITERIA	MARK
<b>Presence</b>	
<b>Appearance:</b> Must be neat & clean. If dressed casually, ask How would you dress for this sales call? Should dress appropriately for the target market.	0 1 2 3 4
<b>Eye Contact:</b> Eye contact should be made naturally and often. Excessive blinking and/or looking down or away is a sign of lack of confidence or insincerity and should cause loss of marks	0 1 2 3 4
<b>Approach:</b> Handshake should be firm but not excessive, Greeting warm and friendly.	0 1 2 3 4
<b>Body Language:</b> Should be relaxed and natural, not stiff. Look for good use of hands, head and body moving forward to make reinforce a claim or promise and good posture.	0 1 2 3 4
<b>Voice:</b> Should show modulation in pitch and volume appropriate to the subject.	0 1 2 3 4
<b>Language skills:</b> Look for well structured sentences and phrases as well as good grammar	0 1 2 3 4
<b>General conduct:</b> Does this person's demeanor seem professional?	0 1 2 3 4
Presence:	Total: _____ X 10 = 28



## Communication Skills

**Listening skills:** marginal, evaluative or active.  
For max. marks should take point-form notes to demonstrate active listening

0 1 2 3 4

**Questioning Technique:** Should use the funnel technique to determine needs and get the buyer's participation in the decision-making process (open, clarifying, expanding and closed questions).

0 1 2 3 4

**Features, benefits, feedback:** Does he/she constantly solicit feedback and relate it to customer benefits?

0 1 2 3 4

**Needs Determination:** How well has he/she discovered the prospect's needs and related his/her competitive advantages to them?

0 1 2 3 4

**Observation skill:** Has he/she been able to observe and take advantage of any opportunities offered by the "buyer"?

0 1 2 3 4

Communication Skills:

Total:  $\frac{\quad}{20} \times 15 =$

## Sales Presentation

**Structure:** Did the sales presentation follow a logical sequence? Were summaries used effectively? Did it include an introduction, options, analysis, summary, and conclusion?

0 1 2 3 4

**Feature/benefits:** Was a relationship established between features and customer needs to prove or underline benefits?

0 1 2 3 4

**Customer involvement:** Did he/she get the customer involved in the buying decision in the presentation?

0 1 2 3 4

**Use of materials/props:** Did he/she use props or the product as part of the presentation?

0 1 2 3 4

**Creativity:** Was he/she creative?

0 1 2 3 4

Sales Presentation:

Total:  $\frac{\quad}{20} \times 15 =$

**Confirmation/Summary/Close**

**Transition:** Has the sales person moved steadily towards doing business?

0 1 2 3 4

**Summary:** Have the needs - features - benefits been summarized in a way that favors the seller's competitive advantage?

0 1 2 3 4

**Close:** Did the candidate ask for the business? As a minimum, did they use a trial close (if appropriate)?

0 1 2 3 4

Confirmation/Summary/Close:

Total:

$\frac{\quad}{12} \times 10 =$

**Overall Assessment**

**Personality Traits:** Is this person's personality consistent with that commonly accepted as "likely to be successful"? I.e. out-going, friendly, enthusiastic?

0 1 2 3 4

**Attitude:** Is he/she self-confident, the kind of person you would respect? Does he/she show respect for others?

0 1 2 3 4

**Time Management:** Was the candidate on time. Has he/she shown that they appreciate the importance of respecting other people's time?

0 1 2 3 4

**Impression:** Would you do business with this person?

0 1 2 3 4

**Referrals:** Would you give this person the names of your friends?

0 1 2 3 4

Overall Assessment:

Total:

$\frac{\quad}{20} \times 10 =$

## Role-play Scenarios

### Products

(Use with candidates who sell services.)

You are selling promotional/ad specialty items.

We recently met at a networking breakfast meeting and I expressed an interest in meeting with you. I passed along the following information to you at that initial meeting:

- I own and operate a small flower shop.
- I've been successful in getting local business but there is room to expand.
- I do very little advertising and count primarily on walk-ins and call-ins.
- I'm looking for ways to expand the business.
- The business is split about 35% businesses and 65% individuals.

We made an appointment to get together and this is that meeting.

### Services

(Use with candidates who sell products.)

You are selling computer training and other related services for businesses.

We recently met at a networking breakfast meeting and I expressed an interest in meeting with you. I passed along the following information to you at that initial meeting:

- I own a company that sells locks, safes, and security systems.
- Staff turnover is higher than I'd like.
- We've become highly computerized over the years but some of our older staff still has challenges using the new software.
- Our inventory program is proprietary and the company who developed it is no longer in business.
- One of our problems is getting new hires up to speed with our current software.

We made an appointment to get together and this is that meeting.