

Sales Position: Reference Checking Questions

Candidate name: _____

Reference name: _____

Preamble

"*Candidate's Name* asked me to call. I'm with (Your Company Name) and my name is (Your Name). Do you have a few minutes to chat?"

"We're considering <*candidate's name*> for a sales position and I'd like to gain your impressions of him/her. Would it be alright if I asked a few questions?"

Past Employers

Note: Use the world's best generic question, "How do you mean?" to draw out additional information.

- 1) On a scale of 1 to 10 how would you rate <*candidate's name*> as a salesperson?
- 2) (If the number is between 5 to 8, ask the following:
"What would he/she have to do to become a 9 or 10?")
- 3) (If the number is less than 5 or more than 8, ask the following:
"May I ask why?")
- 4) What is one thing he/she does well?
- 5) What one thing could he/she improve?
- 6) (Employers only) "Was <*candidate's name*> a performer?"

Non-Employers

Use questions 1 to 5 but start off by saying something like this.

"You've probably seen a lot of salespeople in your day and I'm going to ask you about your impression of <*candidate's name*> as a salesperson."

Conclusion

Always thank the person for their candour and co-operation before terminating the call.

Your Reaction

On a scale of 1-10, what is your gut reaction to the responses you received? _____