

Second Face-to-Face Interview Sales-Based Questions

The purpose of the second interview is to find out more about how the candidate goes about his or her selling day. This form contains general questions about how the candidate prospects, how he manages his time, what kind of selling style he uses, etc. This interview can usually be completed in 10-20 minutes depending upon how verbose the candidate is.

If this step isn't being conducted by a sales manager or seasoned salesperson, we recommend that one of these people be present during this interview to assist in evaluating the candidate's responses.

Instructions:

1. Questions may be asked in any order. Under each question, in italics, is the reason you're asking the question and/or what to watch for in the answer.
2. Rate how you *feel* about the candidate's responses by circling the appropriate number on the form.
3. Use the space below each question to make short notes. Only make detailed notes if it is important that you remember something.
4. Keep the interview moving along by glancing at the next question as you rate the response to the current one.
5. If a response warrants further exploration, ask the appropriate question or questions.
6. At the end of the interview, take a few moments to calculate the candidate's score by adding up the numbers you circled. The maximum attainable score is 85. We consider a pass to be 51 (60%) or more.

If the candidate doesn't score well, there is no reason or any value in indicating that fact to the person. Simply thank the candidate for coming in, let him know you'll contact him should you wish to pursue the situation further, and send the person on his way feeling good about himself.



Second Face-to-Face Interview — Sales-Based Questions

Candidate: _____ Date: _____

Interviewed by: _____

	UNSATISFACTORY		SATISFACTORY		
	POOR	FAIR	GOOD	EXCELLENT	
0	1	2	3	4	5

What is it about yourself that you feel makes you a good salesperson?

Can he/she sell him/herself to me? Are these qualities that will be successful in our particular business?

0 1 2 3 4 5

How do you go about organizing your selling day?

Does this person plan her/his day in advance or just simply take each day as it comes? When is planning done? Successful salespeople often use Sundays to plan their entire upcoming week.

0 1 2 3 4 5

How do you determine who to call, when to call, and how often to call?

Does the individual make calls in proportion to potential or does everyone get the same treatment?

0 1 2 3 4 5

What type of records do you keep on your prospects or accounts?

If some calamity were to befall this person, will I know what he or she has been up to?

0 1 2 3 4 5

**How do you keep track of your potential sales and opportunities?
What information do you keep?**

*Will this person be able to give me valid sales forecasts?
Is she/he keeping track of pertinent information such as key contacts, prospect's interests, dollar value of the opportunity, estimated close dates, etc.*

0 1 2 3 4 5

What type of pre-call planning, if any, do you do?

Does this person set call objectives or just fly by the seat of his/her pants?

0 1 2 3 4 5

What factors do you consider most important to successful selling?

Watch for listening skills, persistence, being organized, understanding the prospect's needs, servicing the account, follow-up, building rapport, motivation, enthusiasm, etc.

0 1 2 3 4 5

Give an example of when you are most easily discouraged and how you deal with it?

Is this person easily discouraged? How does she/he deal with adversity?

0 1 2 3 4 5



UNSATISFACTORY
 POOR
 FAIR
 SATISFACTORY
 GOOD
 EXCELLENT

Where do you hope to be, career-wise, in five years? (Part 1 of 2)

Are the ambitions realistic?

0 1 2 3 4 5

What plans do you have to reach your career goals? (Part 2 of 2)

Does the person know how to get to where he/she wants to go? Does he/she exhibit any ambition?

0 1 2 3 4 5

Tell me about a time when you had a serious setback and how you dealt with it?

Is there a sense of determination?

0 1 2 3 4 5

Apart from business, what personal experience or achievement are you the most proud of?

Is there a sense of enthusiasm?

0 1 2 3 4 5

Name some things you feel some salespeople do that indicate a lack of integrity.

Does the answer indicate that the person has given thought to the topic?

0 1 2 3 4 5

How would you deal with a situation where, in order to get a very big order, you are asked by the customer for tickets to an event and to do so is against company policy?

Is the candidate ethical or is he/she prepared to bend the rules? If the candidate says he wouldn't provide the tickets, ask him what he would say to the customer. Did the candidate deal with the situation tactfully?

0 1 2 3 4 5

What extracurricular activities do you participate in now?

*Is this person active? Does he/she display any energy?
 Is this person involved in his/her community or volunteer work?*

0 1 2 3 4 5

You are on a tight schedule. How do you deal with a very good customer who is being overly talkative?

Does the person deal with the situation in a creative and/or tactful manner?

0 1 2 3 4 5

If you were the sales manager of your previous company, what would you change?

Did the candidate give a thoughtful and positive response?

0 1 2 3 4 5

Score = _____ or _____% (score ÷ 85 x 100 = %)
Maximum score is 85. Minimum acceptable score is 51 (60%).