# Sales Candidate: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ` Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Open Position: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Interviewer Participant: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­­­­­­­­­­­­**

# INTERVIEW RATINGS:

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| **1** | **1.5** | **2** | **2.5** | **3** | **3.5** | **4** |
| **Below Requirements**Experience and behavior clearly below what is required. | **Meets Requirements**Meets job requirements. General experience match, but not much more. | **Exceeds Requirements**Meets all the job requirements and experience exceeds job requirements. | ExcellentClearly exceeds job description requirements – good behavior and experience |

# RATING FACTORS:

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| INTERVIEW RATING FACTORS AND INTERVIEW FEEDBACK(Please ask for specific candidate experiences – to support your ratings) | **1** | **1.5** | **2** | **2.5** | **3** | **3.5** | **4** |
| **Initiative:** How does the Sales Representative candidate MAKE things happen – vs. HOPING or WATCHING things happen? Would the candidate recognize account/revenue/pipeline issues and concerns independently, and how have they effectively created variance plans to maintain performance? Please ask for examples and situations that reflect Initiative in previous roles.**QUESTION:** *Please give me a customer example of when you had to leverage your INITIATIVE for a client issue or sale? OR Tell me about a sales achievement that you are most proud of? What was the situation – and what was the outcome?***Performance Comments:** | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| **Judgment / Decision Making / Problem Solving:** Does the Sales Representative demonstrate the ability to analyze problems, assigns proper priorities and determines correct actions to take. Does the candidate know when to seek help, revenue focus, Tier 1 focus? Does the candidate prioritize activities/actions/resources effectively? If so, HOW and WHEN did they do this? Please ask for 1-2 examples.**QUESTION:** *What was the toughest Customer Sales Issue you have ever faced? What was the issue, how did you address/resolve it for the client? What was the outcome?***Performance Comments:** | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| **Productivity:** Candidate will perform all SALES work duties and responsibilities in an efficient and timely manner. Ability to build pipeline, achieve quarterly quota and build business volumes at (Company). Effectively use of pre-post sales resources to accomplish this task. **Performance Comments:**  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| **Sales Ability:** Candidate understands all aspects of selling, closing, account management and the (Company) sales process model. Candidate communicates strong experiences to back this up. Key area of understanding and skill fit. Must be a true leader and self-starter.**QUESTION:** *What are your strongest SALES strengths?* *What was the most difficult Sale you ever closed?* *What were the examples and outcomes?***Performance Comments:** | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| **Communications:** The candidate must be able to share relevant information orally and/or in writing with clarity, effectiveness, and timeliness. The Sales Representative must be persuasive in presentations and client’s sessions. The candidate must communicate effectively with internal and external contacts in a way that promotes teamwork and effective business practices. Question - Was the interview “run” like a Sales Call? (beginning, pitch and close)?**Performance Comments:**  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| **Customer Focus:** The Sales Representative must be driven to provide excellent customer service to both internal and external customers. The Sales Representative must professionally interact with customers and make meeting customer needs a top priority. What recent customer examples - back this up?**Performance Comments:** | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| **Dependability:** Would the Sales Representative accomplish the position’s goals and objectives without fail? Does the Sales Representative have experience in producing quality forecasts/business modeling on time, respecting deadlines, arriving to meetings on time, fully participating in meetings and complete action items timely and in line with customer sales expectations?**Performance Comments:**  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| **Flexibility and Adaptability:** Is the Sales Representative able to handle a wide range of account assignments. Is the candidate adaptable to changing conditions in their business (product performance, customer expectations, etc.)? How does the candidate “manage this? Do they accept and support new ideas and changes easily?**Performance Comments:**  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| **Self-Awareness:** Does the Sales Representative demonstrate the ability to articulate how they believe they are perceived? Do they agree that the words accurately describe them? This exercise is looking for a few things: Are they thoughtful in their responses – really thinking about them or just saying words?Do they believe that what is said about them is accurate? If this changes it could be revealing.Suggestion: pick one descriptor and ask them to explain why people would say that about them**QUESTION:** *If I were to ask 5 people who know you personally or professionally to describe you – what words would they use?**Follow up – is that how you see yourself?* **Performance Comments:** | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| **Risk Taking:** Does the Sales Representative take risks within the job scope that reflect thinking on their feet. Are they comfortable with uncertainty, willing to operate in new environments and takes on tasks in unfamiliar areas with new customers and products? How (specifically) does the candidate make these key decisions? How do they collaborate with others – prior to a decision?Do they have an example of a recent “tough decision” they had to make? What was it – and what was the outcome? **Performance Comments:** | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| ***Teamwork/ Ownership:*** *Does the Sales Representative interact well with others. Does the Sales Representative listen to others? Are they respectful in email and verbal communications to team members on a as they quarterback sales opportunities? How do their individual leadership skills shine through here?****QUESTION:*** *Please tell me of an instance where you successfully led a sales opportunity by leveraging your Teamwork skills? What was the instance, and what was the outcome?**Follow up question: Can you tell me about a time in a sales effort when you made a mistake – you really screwed up? What happened, what did you do, what was the outcome. If they can’t find one in sales, ask for an example in any job – at school or in a group – nothing too personal!***Performance Comments:** | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| **TOTAL SKILL RATING****Notes:** |  |

#### Interview Comments:

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