

Agility 3R

Responsiveness • Resilience • Reflection



Your Workforce Development Partner



Sales Executive Behavioral Interview Process



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Warm Up Questions:

What brings you here?

Summarize how your background has prepared you to sell these services?

Give some adjectives that others would use to describe your work style?

What was the best job you've ever had?

Do you consider yourself "lucky"?

Describe your ideal compensation plan. Why?

If you were an animal, what would you be? Why?

Sales Executive

Based on the emerging role of Sales Executive the following aspects are critical to business development.

Consultative Sales Skills	<ul style="list-style-type: none"> • Build credibility, trust and end-user perceived value. • Identify pain points of decision-maker. • Work with end-users in collaborative fashion to understand and identify their business issues, strategies, and priorities. • Develop and recommend a solution in response to the end-user needs. • Articulate how the solution solves the end-user's problem.
Sales Fundamentals	<ul style="list-style-type: none"> • Define prospect-customer sales funnel process • Conduct a well-structured sales call (establishing rapport, questioning, listening, negotiating, handling objections, qualifying and closing). • Work with end-user to close opportunities. • Develop and present a well structured proposal to gain end user commitment to implement the solution. • Has established sales process and methodology
Initiative	<ul style="list-style-type: none"> • Knows that it is up to them. • Accepts challenges and learns from failure. • Empowered language indicating belief system that establishes personal responsibility • Identifies and implements actions that need to be taken to advance both business and personal development
Integrity	<ul style="list-style-type: none"> • Makes ethical decision despite barriers to behaving ethically • Widely trusted, maintains confidences • Consistently demonstrates honesty in work processes and decision making • Follows thru on commitments and promises
Planning	<ul style="list-style-type: none"> • Effectively juggles multiple projects and tasks delivering on all commitments • Accurate estimate of time and outcomes • Assures tasks are done in parallel • Rarely scrambles • Re-establishes work priorities when others change the requirements, focus or tactics
Teamwork	<ul style="list-style-type: none"> • Create sense of partnership between and amongst others • Respects needs and contributions of others • Working effectively to accomplish collective goals • Actively supports team/group when they are attempting a difficult or politically challenging task

What follows are key interview questions to help you assess potential candidates past experience exhibiting the qualities that you desire for your business goals and objectives.

Consultative Sales Skills

<p>Interview Questions:</p> <p>A. Share two examples where you had to work diligently to get access to the key decision maker.</p> <p>B. Share two instances where had to work at identifying the customer’s pain point. How did you get access these issues?</p> <p>C. Give two examples of solutions that were accepted that had measurable impact on the customer’s bottom line?</p> <p>D. Share an example of how you closed a deal with a tough decision-maker.</p>	<p>Desired Behaviors:</p> <ul style="list-style-type: none"> • Build credibility, trust and end-user perceived value. • Get access to key decision maker. • Identify pain-point of decision-maker. • Work with end-users in collaborative fashion to understand and identify their business issues, strategies, and priorities. • Develop and recommend a solution in response to the end-user needs. • Articulate how the solution solves the end-user’s problem.
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Situation	Task	Action	Result

Score (1-5; 1 = least effective; 5 = most effective): _____

Sales Fundamentals

<p>Interview Questions:</p> <p>A. Share your sales funnel process.</p> <p>B. From your experience, share your model of a well-structured sales call. Give us an example of a call that was successful. Give an example of a call that was miserable. What would you have done differently?</p> <p>C. How have you accelerated the sales cycle to get a commitment from the key decision -maker. Share your “closure” strategy and give two examples of when you used it successfully. Give one example when it didn’t work for you and what you might do differently.</p> <p>D. Describe two of the best structured proposals that you designed that were accepted. What were the primary elements?</p>	<p>Desired Behaviors:</p> <ul style="list-style-type: none"> • Define prospect—customer sales funnel process. • Conduct a well-structured sales call (establishing rapport, questioning, listening, negotiating, handling objections, qualifying and closing). • Work with end-user to close opportunities. • Develop and present a well structured proposal to gain end user commitment to implement the solution.
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Situation	Task	Action	Result

Score (1-5; 1 = least effective; 5 = most effective): _____

Initiative

<p>Interview Questions:</p> <p>A. Share two professional disappointments and what you think happened? What would you do differently?</p> <p>B. Share some “long shot” opportunities that you created.</p> <p>C. Share some ways that you have taken responsibility to grow your personal knowledge of a specific area that adds value to the business.</p> <p>D. Describe how you stay current in business trends, sales techniques and new developments in your industry?</p>	<p>Desired Behaviors:</p> <ul style="list-style-type: none"> • Knows that it is us up to them. • Accepts challenges and learns from failure. • Empowered language indicating belief system that establishes personal responsibility • Identifies and implements actions that need to be taken to advance both business and personal development
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Situation	Task	Action	Result

1-5; 1 = least effective; 5 = most effective): _____

Integrity

<p>Interview Questions:</p> <p>A. Share an instance when you had to make an ethical choice that wasn't supported by your peer group.</p> <p>B. Share a situation when your integrity was brought to question. How did you handle it?</p> <p>C. Explain how you demonstrate integrity in your work.</p> <p>D. Share a challenge that required you to balance the needs of opposing parties (sales/engineering).</p>	<p>Desired Behaviors:</p> <ul style="list-style-type: none">• Makes ethical decision despite barriers to behaving ethically• Widely trusted, maintains confidences• Consistently demonstrates honesty in work processes and decision making• Follows through on commitments and promises
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Situation	Task	Action	Result

Score (1-5; 1 = least effective; 5 = most effective): _____

Planning

<p>Interview Questions:</p> <p>A. How have you previously organized your work so that you can manage multiple A priority tasks?</p> <p>B. When given a substantial sales quota, describe how you determined the milestones and forecasted the deliverables?</p> <p>C. What tools do you use to help you manage your time, follow through, and design effective time management?</p> <p>D. Draw a pie chart indicating your primary activities and percentage of time.</p>	<p>Desired Behaviors:</p> <ul style="list-style-type: none"> • Effectively juggles multiple projects and tasks delivering on all commitments • Accurate estimate of time and outcomes • Assures tasks are done in parallel • Rarely scrambles • Re-establishes work priorities when others change the requirements, focus or tactics <p>(Look for referral generation, follow up, proposal writing, networking, giving presentations etc).</p>
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Score (1-5; 1 = least effective; 5 = most effective): _____

Teamwork
(Sales/Engineering)

<p>Interview Questions:</p> <p>A. Explain how you have built credibility with the technical team creating your solution.</p> <p>B. Share an example of how you gained “buy-in” from a technical team to product a solution for the customer.</p> <p>C. Describe how manage the technical team during the sales process.</p> <p>D. How have your recognized others on your team for their contributions and support?</p>	<p>Desired Behaviors:</p> <ul style="list-style-type: none"> • Create sense of partnership between and amongst others • Respects needs and contributions of others • Working effectively to accomplish collective goals • Actively supports team/group when they are attempting a difficult or politically challenging task
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