

# Sales Interview Questionnaire

**PRIVATE & CONFIDENTIAL**

21/05/2004

**Mr. Joe Bloggs**

Report Unique ID: 35011

## **CHARACTERISTICS**

Direct, assertive, stubborn, dependable, reserved, serious, persistent, unemotional, specialist, independent, practical, competitive, self-conscious and deliberate.

## **SALES COMPATIBILITY**

Mr. Bloggs may have the ability to cope within a specialist sales position, but could have difficulty within a fast moving or direct sales situation.

Mr. Bloggs has the potential to close and ask for the order, but probably would not enjoy doing so, preferring to achieve a result through his thorough and knowledgeable presentation. He could service old accounts and cope with administrative duties.

The potential sales weaknesses are his lack of natural people skills. He may therefore appear reserved and serious on first contact, which could in turn affect opening and general communication. Additionally his quiet nature could make him appear to be lacking enthusiasm. His need for security and structure could also prove to be a problem within a direct sales function, especially if the job calls for a great deal of flexibility within a changing environment.

## **INTERVIEW HINTS**

Allow Mr. Bloggs time to relax and show his ability to assert himself at the initial stages of the interview. At the same time assess for weaknesses in areas of general communication. As the interview progresses begin to put pressure on Mr. Bloggs, in order to check whether he has the ability to challenge when the going gets tough or whether he gives in easily.



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## INTERVIEW QUESTIONS

We recommend that you follow your usual interview technique with regard to CV, education, experience, knowledge and other special needs. The following questions have been selected to assess Mr. Bloggs's potential shortfalls in relation to the selected type of role. The full battery of questions should be used.

Discussion objective "D"

Is Mr. Bloggs prepared to consider the views of others in order to maximise success?

- What do you consider to be the most effective element or ingredient of your sales technique.
- Have you ever asked your customers what they think about your service or sales technique.
- If no, why not. If yes, give me some examples of what the customer said.
- How do you find out what your customers really feel about you.
- Do you think you satisfy all their needs.
- How do you think I feel about you.
- Can you explain why you think that.

Notes:

Discussion objective "i"

Can Mr. Bloggs communicate his views and how far will he go in order to win his way?

- Can you think of an occasion when someone was opposed to your ideas.
- Tell me about it and explain what you did and said.
- If a prospect raised an objection, how would you deal with it.
- How do you assess that you have successfully overcome a person's objections.
- Are there many occasions when people show objections towards your ideas.
- On average how many times do you convert them to your way of thinking.

Notes:

Discussion objective "S"

Will Mr. Bloggs have the ability to cope with the activity rate required for a selling role?

- Can you give me three reasons why a relaxed and contented person gives good sales results.
- What are the disadvantages of an active and mobile salesperson.
- Which category best describes you, relaxed and contented or active and mobile.
- Which do you think best describes me.
- Which category is most important in selling.
- Why do you think that.



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Notes:

Discussion objective "C"

Has Mr. Bloggs the persistence required to deal with individuals that he may not like or relate to?

- Tell me what sort of tasks cause you to lose enthusiasm for work.
- Describe the type of people who frustrate you.
- What action would you take if you had a boss like that.
- What do you do when you meet a prospect with those characteristics.
- Do you ever show annoyance or rebellion to such people.
- Can you explain to me in detail the sort of thing that does annoy you in people.

Notes:

### **User Guidance**

It should be noted that these questions are specifically designed for first interview stage only, i.e. Initial screening. Further useful information for initial interviews can be obtained from a "Strengths and Limitations" report.

If this candidate is to be considered further, the PPA Profile report will provide additional detail. It includes information about likely behaviour under pressure, frustrations, how Mr. Bloggs is best motivated and the ideal style for his supervisor.



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