

## Sales Interview Questionnaire

### Features

A summary of the individual's general sales compatibility, type of sales for which the profile may be most suitable, and interview hints based on their natural style. Discussion Objectives under the D, I, S and C factors give questions to probe each of these areas relative to the individual's profile and general sales ability.

### Uses

A supplement to your usual interview format and discussion prompted by the Job – Candidate Comparison report. Helps you probe the individual's behavioral responses in selling situations, so the interviewer can gauge the candidate's fit for your sales role.



## SALES INTERVIEW QUESTIONNAIRE: Tom Sample

Private &  
Confidential

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### CHARACTERISTICS

Friendly, persuasive, sensitive, factual, communicative, active, mobile, alert, non-demanding, non-aggressive, careful, accurate, systematic, fairly cautious.

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### SALES COMPATIBILITY

Tom Sample is likely to be a fair opener due to his ability to communicate with others. He is likely to present in a factual manner and would probably be better suited to a technical area of expertise.

The potential sales weaknesses are that Tom Sample may dislike asking for an order, preferring his factual presentation to close the deal for him. He may take rejection personally, could worry if things do not go according to plan and may confuse people with too much information. While having the ability to service old accounts he may become bored with such mundane activity.

Tom Sample is likely to be better suited to areas outside selling, especially if the function in question requires creating new business in a direct sales area.

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### INTERVIEW HINTS

Begin the interview with a friendly atmosphere, encourage him to talk and ask questions, especially within his area of knowledge and expertise. At some later stage change to a strong, forceful and demanding interview, challenge his observations, even though he is correct. Assess if he stays firm, or completely gives way in order to keep the environment friendly and free of hassle and trouble.

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### INTERVIEW QUESTIONS

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

Discussion objective "D"

Is Tom Sample sufficiently self-motivated to succeed in this role and can he recognize what motivates others in a sales role?

- Are you a naturally self-motivated person.
- Tell me the sort of things that motivate you and why.

- What causes you to lose your motivation.
- If you were assessing me, what do you think would motivate me.
- If you were selling to me what do you think would turn me off the most, a hard close, too much detail or too much talk.
- Can you explain in detail why you think that.

Notes:

Discussion objective "I"

Has Tom Sample the ability to accurately judge the characteristics of others?

- Have you ever had a tendency to trust people too much and misjudge situations.
- How do you make sure that you are not misjudging people or situations.
- What motivates you.
- Describe the type of manager who would motivate you the most.
- Have I got those characteristics.
- Tell me why you think that.

Notes:

Discussion objective "S"

Is Tom Sample continually looking for change, and is this because of boredom or ambition?

- Do you quickly become bored with a job
- If yes, why do you think that is so.
- How long would it take you to settle into this job.
- If you had quick success how soon could we consider you for promotion.
- What training do you think you would need in order to take a promotion.
- How long would you stay in this job without a promotion.
- Tell me about your ambitions and the timescales you have set.

Notes:

Discussion objective "C"

Is Tom Sample flexible enough for a sales role?

- Do you enjoy coping with a variety of things at the same time.
- Tell me about the variation you think you would find in this job.
- Do you think sales people have to make quick decisions to gain sales.
- Give me some instances of how and when a sales person would decide to try to close a deal.
- Are you a quick decision maker.
- Give me some occasions when you had to take quick decisions.
- Have you decided if you want this job.
- If yes, why. If no, why not.

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 behavior under pressure, frustrations, how Tom Sample is best motivated and the ideal style for his supervisor.