

Interview guide Potential Premium

Job Profile: sales executive



Interview guide

Anne Onymous

02/09/2024 11:07:41



ANNE ONYMOUS



Age : 36 to 40 years



Type of Training

Branch : Management

Diploma : Postgraduate



Professional activity

Job : trade regional manager

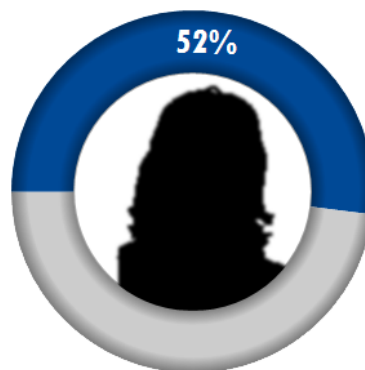
Experience : 11 to 20 years

Actual Status : Engineer - Director

SCORING PROFILE



«SALES EXECUTIVE»





sales executive

Sales executives are responsible for executing sales strategies and achieving targets for a company. They actively engage with potential clients, identify and prioritize leads, and deliver compelling sales pitches tailored to the needs of the customer. Sales executives also track their sales activities and performance using a sales platform, ensuring timely follow-up on critical leads and adapting their approach based on feedback and market trends. Additionally, they collaborate with sales managers to align their efforts with overall sales goals and contribute to the growth of the business.

Professional activity



- ✓ integrate strategic foundation in daily performance
- ✓ plan marketing strategies
- ✓ study sales levels of products
- ✓ motivate employees
- ✓ carry out sales analysis
- ✓ coordinate and monitor employees
- ✓ evaluate marketing content
- ✓ manage profitability
- ✓ create annual budget for marketing

- ✓ analyse consumer buying trends
- ✓ define marketing objectives
- ✓ undertake key performance indicators
- ✓ manage marketing plan actions
- ✓ analyse companies' internal factors
- ✓ create work-related reports
- ✓ plan a marketing campaign
- ✓ impart business plans to collaborators
- ✓ integrate marketing strategy with the global strategy
- ✓ produce sales notes
- ✓ implement sales strategies
- ✓ develop professional network
- ✓ prepare visual data
- ✓ analyse customer service questionnaires
- ✓ settle sales goals
- ✓ analyse external factors of companies
- ✓ supervise sales activities
- ✓ notice potential markets for companies
- ✓ align efforts towards business development
- ✓ make tactical business decisions
- ✓ perform market research
- ✓ conduct analysis of the content of job-related written reports



INTERVIEW TECHNIQUE

Each question of this guide will enable you to evaluate one or more criteria in the test. In the interview technique that we propose you, the person being assessed must for each question, describe you the SITUATION that he was faced with and then talk to you about the tasks that needed to be completed, the ACTION that he took and the RESULTS obtained. - The SITUATION: What situation was the person being assessed confronted by, what did he have to do, in which circumstances, which environment, how long ago, in what context... - The TASK: What task did the person being assessed have to complete? What was there to do, what was expected of him, why did he have to do what he did, what were the objectives?... - The ACTION: How did the interviewed person go about completing the task set? Which method or approach did he use? Always carefully check what the person being interviewed has personally done relative to the group or the team. - The RESULT: What are the results, the conclusion or the impact of his actions...



QUESTION(S)

Ask as many questions as necessary until forming an opinion about the skills being evaluated. For example, use the following questions to gain a more in-depth answer from the person being interviewed: - WHAT? What is the purpose, what do you need to do? What are the actions? - WHO? Who is responsible? Who also takes a secondary participation? Who are we asking? - WHEN? What are the delays? What is the deadline? How frequent is it? - WHERE? Where does the action take place? - HOW? What are the means used? What is the process? - WHY? What is the purpose or the aim? What is the level of importance? Always remain in the domain of the candidate's past professional experiences.



INTRODUCTION

Introduce the interview and explain to the person being interviewed how he should answer: "I would now like to ask you a few questions about your past professional experiences. For each of your answers, if possible, I will ask you to give me the context, what was expected of you, what you personally did and how you did it. Finally, I will ask you about the consequences of your action."

Presenting the results: "You have answered a questionnaire about your preferences in different situations, here is the results summary as you have described yourself" (give the results to the person)

Based on the skills assessment test conducted for Mrs. Anne Onyme for the sales executive position, several key criteria were evaluated. While Mrs. Onyme has demonstrated various strengths, some of her scores fall below the desired minimum levels for this role. We recommend further evaluation and verification of her skill levels in the following criteria: Efficiency, Organization, Resistance to Stress, Ease of Contact, and Team Work.

****Efficiency (8)**:** Mrs. Onyme's score in Efficiency is 8, which does not meet the desired minimum of 9.8. This criterion is crucial for a sales executive, as it reflects the ability to maximize output while minimizing time and resources. A higher level of efficiency is typically expected to achieve sales goals and respond promptly to client needs.

****Organization (8.1)**:** With a score of 8.1, Mrs. Onyme's organizational skills also fall short of the desired minimum of 9.7. Effective organization is imperative in a sales role to manage leads, customer interactions, and follow-ups. Her current score suggests room for improvement in structuring and prioritizing tasks effectively, which is essential for driving results.

****Resistance to Stress (9.1)**:** Mrs. Onyme achieved a score of 9.1 in Resistance to Stress, yet this is below the required 11.2. Sales environments can often be high-pressure, and the ability to maintain composure and perform effectively under stress is critical. Her score indicates that she may need to develop better coping strategies in stressful scenarios to thrive in this fast-paced position.

****Ease of Contact (8.2)**:** Scoring 8.2, Mrs. Onyme's ability to establish rapport and communicate with clients does not meet the threshold of 8.6. Ease of contact is vital for building relationships and ensuring customer satisfaction. This score reveals the necessity for enhancement in her interpersonal skills to engage clients more effectively.

****Team Work (9)**:** Finally, with a score of 9 in Team Work, Mrs. Onyme is also below the required minimum score of 10.3. Collaborative skills are essential in a sales environment since success often relies on teamwork. Her current performance indicates a need for improvement in working cohesively with others to achieve common objectives.

In conclusion, given the shortfall in scores across multiple key criteria, it is paramount to conduct a comprehensive interview with Mrs. Anne Onyme. This interview will allow us to gain deeper insights into her skills, experiences, and how she may address the deficits identified in her assessment. It is clear that potential exists, but an intake interview could provide clarity on her compatibility with the demands of the sales executive role.

HISTOGRAM



PROFILE: sales executive

Anne
Onymous

Date
02/09/2024 11:07:41

Test duration:
15 minutes

Questions not answered
0

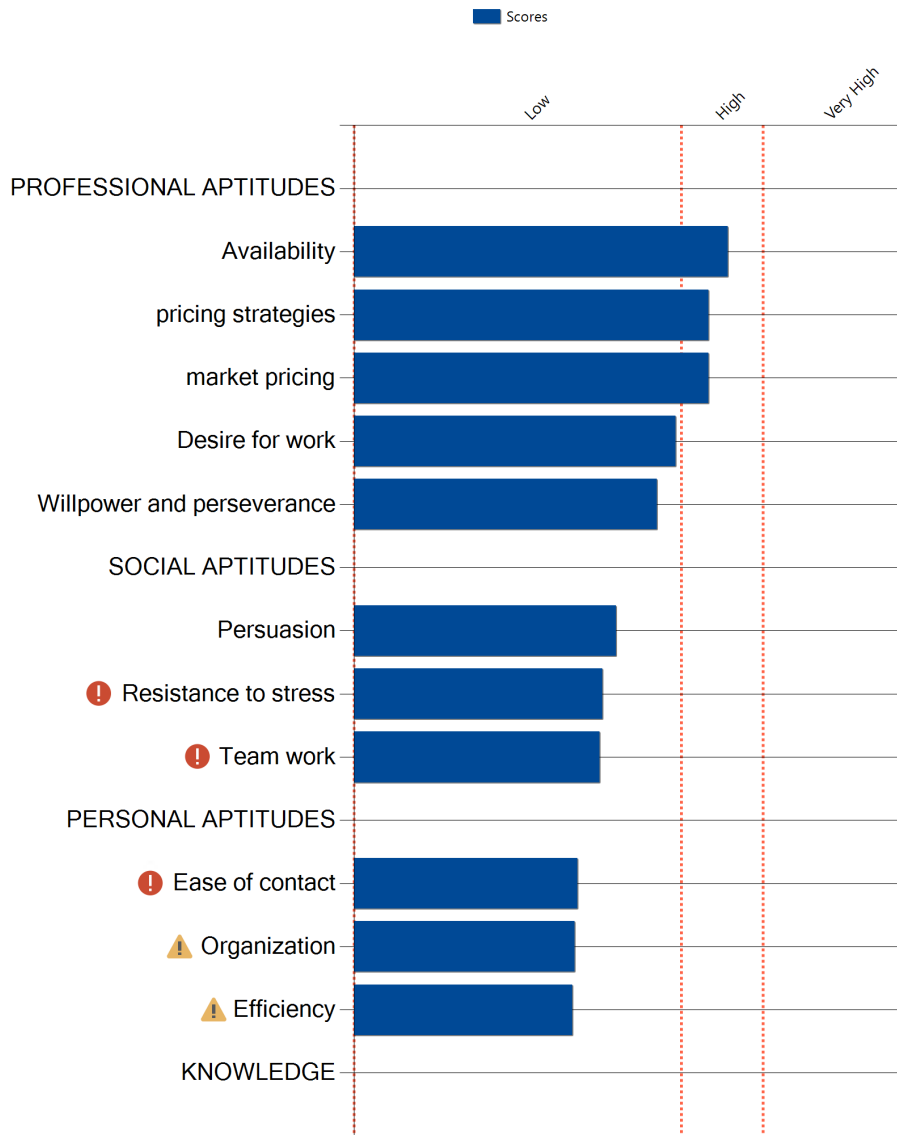
Test compliance
11.100

Checkpoint

Critical point

Point of vigilance

Scoring profile
52/100



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- Checkpoint compared to the position
- Critical point compared to the position
- Point of vigilance, to check depending on context

#1

DESIRED CRITERIA

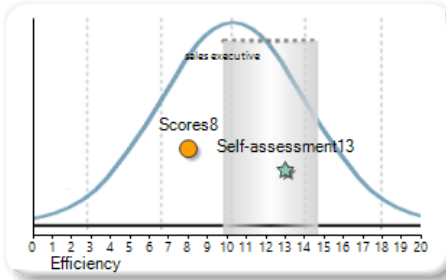


- Availability
- Desire for work
- Willpower and perseverance
- Persuasion
- Test compliance



#2

CRITERIA TO CHECK IN INTERVIEW



Efficiency



Scores:8
Self-assessment:13
Assessment:

Tendency to put a higher value on action than on thought, to achieve useful results, to be "operational". Striving for and valuing immediate results. This criterion measures the preference for action and efficiency. It gives also indication on the real need of achieving results and a certain promotion of short-terms issues.

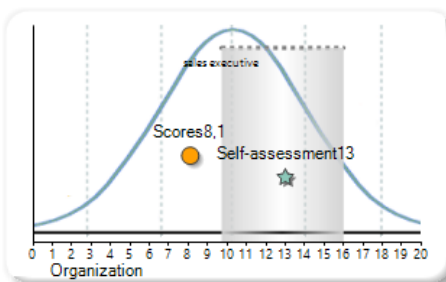
Sample question:

- Can you describe a time when you had to prioritize multiple sales leads? How did you determine which leads to focus on first?
- Tell me about a situation where you had to adapt your sales strategy quickly to achieve a target. What was the outcome?
- How do you ensure that your sales processes remain efficient when managing a large volume of opportunities?

[] Situation [] Task [] Action [] Result

Assessment :

5/ Unacceptable 7/ Very weak 9/ Weak 11/ Acceptable 13/ Strong 15/ Excellent



Organization



Scores:8,1
Self-assessment:13
Assessment:

Sense of order and filing. Need for verification, methods, procedures, time management. Certain sense of analyse.

This criterion measures how meticulous a person is. It is particularly suited for secretarial, accounting and computer-related functions.

Sample question:

- *Share an experience where you had to organize your work to meet a tight sales deadline. What approach did you take?*
- *How do you keep track of your sales activities and organize your follow-ups to avoid missing important leads?*
- *Describe a time you implemented a new system or process to improve your organization in managing customer relationships.*

Situation

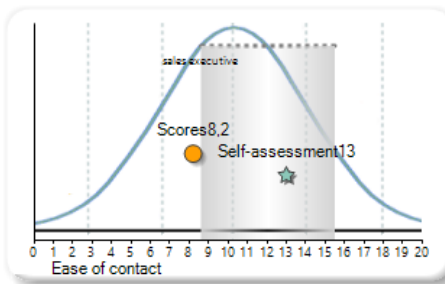
Task

Action

Result

Assessment :

5/ Unacceptable 7/ Very weak 9/ Weak 11/ Acceptable 13/ Strong 15/ Excellent



Ease of contact



Scores:8,2

Self-assessment:13

Assessment:

Ability to actively create contacts, to seduce. Being concerned with making oneself congenial. Ability to develop a relationship network.

This criterion also corresponds to a concern with putting oneself forward in society: the individual likes to speak in public, to lead debates...

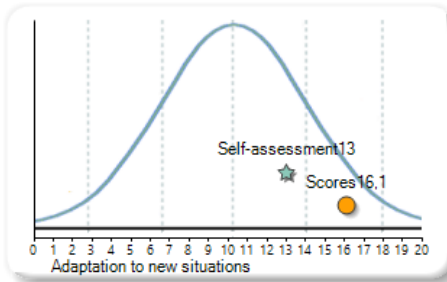
Sample question:

- How do you approach building rapport with new potential clients? Can you provide a specific example?
- Describe an instance where effective communication with a client led to a successful sale. What was your strategy?
- In your opinion, what factors contribute to ease of contact with clients, and how do you implement them in your sales process?

Situation Task Action Result

Assessment :

5/ Unacceptable 7/ Very weak 9/ Weak 11/ Acceptable 13/ Strong 15/ Excellent



Adaptation to new situations



Scores:16,1
Self-assessment:13
Assessment:

Taste for change and novelty. Flexibility in adapting to the unforeseen and to changes in work organisation. Stress entry level.

This criterion indicates the individual's capacity to face constant modifications in his environment in a broad sense and to deal with.

Sample question:

Criteria to check depending on context

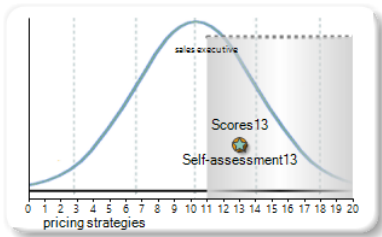
Situation Task Action Result

Assessment :

5/ Unacceptable 7/ Very weak 9/ Weak 11/ Acceptable 13/ Strong 15/ Excellent

#3

CRITICAL CRITERIA



sales argumentation



Scores:1,3

Self-assessment:1

Assessment:

Sample question:

- Can you describe a time when you formulated a sales argument that successfully addressed a client's specific objections? What was the outcome?
- How do you tailor your sales arguments to align with different customer personas? Can you provide an example?
- What techniques do you use to assess the effectiveness of your sales arguments after a client meeting?

Situation

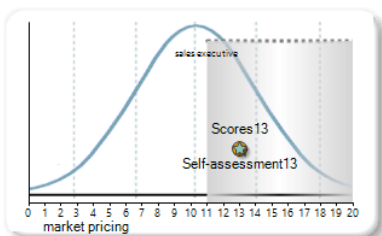
Task

Action

Result

Assessment

5/ Unacceptable 7/ Very weak 9/ Weak 11/ Acceptable 13/ Strong 15/ Excellent



pricing strategies



Scores:1,3

Self-assessment:1

Assessment:

Sample question:

- *What pricing strategies have you employed in your previous sales roles, and how did they impact your ability to close deals?*
- *Can you discuss a situation where you had to adjust your pricing strategy based on market trends or customer feedback? What was the result?*
- *How do you communicate pricing changes to clients, and what methods have you found most effective in managing their responses?*

[] Situation

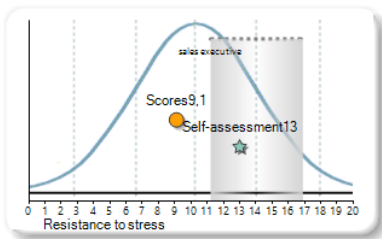
[] Task

[] Action

[] Result

Assessment

5/ Unacceptable 7/ Very weak 9/ Weak 11/ Acceptable 13/ Strong 15/ Excellent



Resistance to stress



Scores:9,1

Self-assessment:13

Assessment:

An ability to manage stressful situations and not to become overwhelmed by the emotional tensions that these situations may trigger. Whether it concerns stress related to the rate of work itself, to changes in the rate or last-minute changes in schedules. It is also an ability to cope with one's working environment: noise, agitation, physical constraints. Stress in human relationships: customer demands, relations with colleagues and subordinates. The person tries to take responsibility,, avoiding revealing his difficulties to others or having others affected by them.

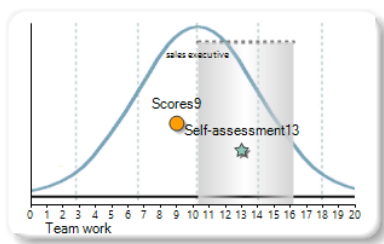
Sample question:

- Tell me about a particularly stressful sales situation you faced. How did you cope with the pressure?
- How do you maintain your performance and composure when faced with objections or a challenging client?
- Can you give an example of how you handled a high-pressure negotiation? What did you learn from that experience?

Situation Task Action Result

Assessment

5/ Unacceptable 7/ Very weak 9/ Weak 11/ Acceptable 13/ Strong 15/ Excellent



Team work



Scores:9
Self-assessment:13
Assessment:

Ability to adapt to team work rules and to avoid conflicts in a group. Importance of belonging to the group. This criterion measures tolerance and respect for the rules of the group.

Sample question:

- Can you share an experience where you had to collaborate with a teammate on a sales project? What was your role, and what was the outcome?
- How do you handle differences of opinion within a sales team when it comes to strategies or approaches to leads?
- Describe how you have supported a team member in achieving their sales goals. What actions did you take?

Situation Task Action Result

Assessment

5/ Unacceptable 7/ Very weak 9/ Weak 11/ Acceptable 13/ Strong 15/ Excellent

CONCLUSION



Questions to conclude with:

Evaluator :

Date :/...../.....



Comments



Recommendation

- Stop the Process
: positive opinion
- Continue the process (good candidate)
- Continue the process (check points)
- Stop the Process (negative opinion)

Other (specify)

Interview guide

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