



RECRUITMENT

Behavioural Interviewing

Always open the interview with some basic chat...weather, etc. and inform the candidate of the assumed timeline (“We should take about 45 – 60 minutes”). You should take notes as you’ll likely be meeting several people. You will also want to give them time to ask you questions at the end of the interview.

Opening question allows the candidate to talk freely so you can assess communication style:

- “Tell me about yourself..”

Education & Experience

1. Tell me about your experience working with _____ company.
2. What were your key responsibilities? How was your performance measured?
3. Why did you leave _____ job? (Walk through each role – review for gaps in resume)
4. Tell me about your education – how has it assisted you in your career?



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Sales Management

- 1. Walk me through your sales technique.
- 2. How do you build relationships with customers?
- 3. Tell me about the largest deal you closed.
- 4. What are your top 3 skills in sales?

Customer Focus

- 1. Define customer service in your eyes.
- 2. How do you communicate with your customers? (methods, frequency, etc)
- 3. Tell me about the toughest customer situation you have had to deal with.
- 4. How do you measure your success with customers?



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Communication

1. Describe your communication style.
2. How do others perceive you?
3. Tell me about a great sale you made as a result of your communication with your customer.
4. Tell me how you persuade others to your point of view.

Company/Career Expectations

1. What is important to you in an employer?
2. Tell us what you expect from a work schedule, benefits, compensation – what is important?
3. What motivates you?
4. Where do you see yourself in 3 – 5 years?



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Results-Driven/Business Sense

1. Talk to me about your knowledge of our industry.
2. Tell me about a tough challenge you faced at work and how you overcame it.
3. How do you measure success for yourself?
4. Who has been a great influence on your career?

Likeable

1. What is your proudest achievement?
2. How do you maintain an energetic approach with your customers after 10 no's?
3. Tell me about a time you got a group of people excited about your idea.



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Goal-Oriented

1. Tell me about something that you developed that was adopted by your peers.
2. What defines success for you at work?
3. What type of training do you still want to take to develop you skills?

Flexible

1. Describe your typical work week.
2. What did you like most about your past 2 roles? What did you like least?
3. What were the biggest pressures in your last role?



Business Suitability/Presence

1. Why would you want a career with_____?
2. How do you see yourself contributing value to our company?
3. What are your expectations around compensation?
