

Job Position: _____

There are many elements that affect job performance. Each of these must be considered when making a hiring decision. The following format will help you to evaluate each candidate on an effective range of criteria.

Rate the Candidate on each of these elements by placing a checkmark in the appropriate box. Then complete the simple calculations to generate a Relative Composite Rating for the Candidate.

	nothing like job requires	less than job requires	adequate for what job requires	more than job requires	far more than job requires
First Interview Rating					
First Impression	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grooming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to express ideas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attitude	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skills, Knowledge & Experience Rating					
Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experience in this job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FirstView Assessment Rating					
Report Information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FirstView Interview Questions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Count # of check marks in each column and bring down the total	<input type="checkbox"/> x1	<input type="checkbox"/> x2	<input type="checkbox"/> x3	<input type="checkbox"/> x4	<input type="checkbox"/> x5
Multiply by the # given and bring down the total	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

RELATIVE COMPOSITE RATING-ADD THE SCORES ABOVE AND PUT THE TOTAL HERE

COMPARE THIS SCORE TO ALL CANDIDATES

Persuasive Sales Report

RON K RON K

10/25/2002

They are in the top third of the population in terms of reasoning speed. In training situations, they will learn more quickly than the average salesperson. In most formal sales training programs, they may feel that the pace of the class is too slow. It is important that they use their advantage of learning speed to focus on more applications of the training information that is provided instead of wanting more information. In training situations that allow for individual pacing, they should be allowed to progress at their own pace, although still focusing on application. They can usually learn new product information quickly.

This faster learning and reasoning speed enables them to solve problems quickly. This is well-suited for sales positions that involve dealing with a constantly changing field of problems. This problem solving ability essentially involves their faster projection of the consequences of different actions choices. This also allows them to think of a wider range of alternate solutions. This is a tremendous strength in sales presentations, as they can think on their feet and are capable of adapting to the prospect's changes of direction during the presentation.

Their ability to project the consequences of actions quickly is the basis for strategic thinking. They will generally be more focused on strategic sales issues and the long term sales possibilities rather than on the more immediate sales opportunities. It is also probable that their grasp of abstract concepts will be faster than that of the average salesperson. This is a particular advantage when selling intangibles or conceptual products and services.

This focus on strategic sales opportunities can be a problem at times when immediate sales are more critical. They see so clearly where things are going to be that they may underestimate the challenges and obstacles of the moment. Businesses must have a clear vision of where they are going, but it is equally important to deal effectively with the needs of today. It is important that they have good sales management to support them in this area. It is also important that they supply others with the trail of reasoning that supports their vision. A faster learning speed allows them to essentially take shortcuts in their thinking that may not be apparent to others. This can even lead others to view their thinking as incomplete or impulsive, since their logic is not clear.

It is important for them to frequently ask checking questions during sales presentations to ensure that the prospect is following their reasoning. It is critical that they understand this inherent communication problem: They process information faster than the average person. While this is a powerful asset, they sometimes tend to communicate information faster than the average prospect can acquire it. It is essential that they learn to slow down and match their delivery to their audience. It is a good thing for them to encourage the prospect to ask questions often, and they should continually confirm that what the prospect heard is what they intended. They must also ensure that their explanations are complete, providing all of the information necessary for the prospect to understand how the product or service works in that situation.

Once they have been trained effectively, they have the ability to deliver a sales presentation to a range of different customers in a fairly consistent manner. They can also make reasonable changes in the presentation to personalize it to their audiences' needs. NOTE: This is also dependent upon their cognitive abilities. Their balanced approach is well-suited to almost all sales positions except the extremely structured sales script or the extreme freeform discussion/consultation.

Their high level of extroversion is ideal for sales positions that require presentations of products or services. Most importantly, their ability to communicate enthusiasm about their products or services encourages customers to buy from them. Customers also respond positively to their warm manner, and they enjoy the contact with people. This need to socialize can also help them in prospecting strategies once they have been trained effectively.

Persuasive Sales Report

RON K RON K

10/25/2002

They will have difficulty in a sales position that depends more upon listening than talking. Some sales rely upon a more consultative approach, in which the salesperson must ask many questions and then listen carefully. Since talking is a much greater strength for them, these types of sales are much more challenging for them, and make little use of their talent. The customers would still enjoy their friendly manner, but may perceive that they failed to hear their particular needs. Their ability to process information quickly enables them to recognize more issues than can be covered in the time available. It is also important for them to recognize when to stop talking once the sale is closed. Otherwise they can “buy back” the sale by bringing up unnecessary issues. It is important for them to take notes during the sales appointments to avoid the potential problem that they might be thinking about what to say next while the prospect is talking about their key issues.

They are best suited for sales that require only moderate closing efforts. They can best sell products and services for which there is a need recognized by the customer and for which the customer has some desire to buy. In those situations, their balanced approach to confrontation is quite valuable in presenting the features and benefits in an acceptable manner. They should avoid pioneering products for which they must break into established markets or overcome powerful objections. They will work best with products that have a strong competitive edge in their market.

They approach all situations with a win-win attitude, believing that each person should be happy after a negotiation. This can be a powerful strength in the sales arena. Such an attitude promotes confidence in their customers and trust among their co-workers. This attitude also enables them to work either individually or as part of a team. They can participate positively in either individually or team oriented contests. This characteristic offers few limitations for most sales positions.

They handle stress well and appear calm under most circumstances. They have the ability to take rejection in stride. The inescapable truth of selling is that they will always get more “No’s” than “Yes’s”. They avoid taking such rejections personally, and are well able to proceed to the next prospect. This is an important strength in the period of cold calling that is so often the starting point for a persuasive sales position.

Their mental toughness also makes it more difficult for them to detect emotional buying signals. All sales involve some degree of emotional decision, but there are many in which recognizing those signals is critical for success. Most of these are products or services that are bought on impulse or purchases that are largely based on an emotional response. They are more suited to sales positions in which success depends upon high levels of activity. They are also well suited to products or services with technical advantages as the buying motive. At times, their relaxed attitude may cause them to be seen by others as lacking a sense of urgency. In fact, they can be too patient in terms of allowing prospects time to make buying decisions. It is important that they recognize what a reasonable sales cycle is for their products or services, so that they can take appropriate action when things do not move forward.

They are well-suited to a sales process that depends on follow-up and attention to detail. This can be a powerful asset in building customer loyalty after the initial sale. They prefer sales situations that allow for careful planning, and they seek to minimize surprises through their careful planning. This can be of tremendous value in complex sales with long sales cycles. They work best when sales presentations can be scheduled, and they place a high value on punctuality.

They are frustrated by schedule changes, and have difficulty when clients or prospects keep them waiting. Their strong need for planning and preparation can be a problem in selling situations which require quick responses to unexpected changes in the sales process. Prospects that want the short version of the presentation may find them presenting too many details. It is important for them to plan for different contingencies, so that they can provide a degree of flexibility.

They have answered the questions frankly and directly.

Persuasive Sales Interview Questions

RON K RON K

25-Oct-2002

COGNITIVE:

Select the questions from this area that you feel are important to job performance:

1. Salespeople who learn very quickly tend to communicate very quickly during their sales presentation. Give me an example of how you have adapted your speed of communication to your prospects.
2. Once the challenge of learning a new sales process is past, the day-to-day sales routine can become boring to someone who learns quickly. Give me an example of what you have done in previous sales positions to challenge your abilities.
3. Give me an example from your experience in which you have used your ability to think quickly to your advantage during a sales presentation.
4. Give me an example from your experience of how you make certain that others understand your ideas.
5. Give me an example of strategic sales planning that you have used in the past. Give me an example of how you have then focused your attention on tactical issues.

RULES:

Select the questions from this area that you feel are important to job performance:

1. Give me an example of how you have used consistency and routine to achieve one of your goals.
2. Give me an example of a situation in which you have used “out of the box thinking” to make a sale.
3. Success in selling often means finding a way of selling that works and sticking to it. Tell me how you have used that principle in your career.
4. Tell me about how you have dealt with a significant change in what you were selling or how it was sold.

EXTROVERSION:

Select the questions from this area that you feel are important to job performance:

1. How can you tell when you are really listening to what the customer is saying?
2. Show me how you take notes on a sales call.
3. Give me an example of how you have evaluated the risks of a of a specific situation in the past.
4. Tell me how you make your time alone productive.

Persuasive Sales Interview Questions

RON K RON K

25-Oct-2002

ASSERTIVENESS:

Select the questions from this area that you feel are important to job performance:

1. How many times are you willing to ask for the order? Tell me about the most times you ever asked.
2. Give me an example of when you know a customer is not going to buy.
3. There is a difference between selling and closing. Which do you do best?
4. Sometimes salespeople must choose between being right and getting the sale. Give me an example of how you have won a sale by letting a customer be right, even though you disagreed.
5. Give me an example of how you have controlled the sales process successfully with a difficult prospect.

TEAM:

Select the questions from this area that you feel are important to job performance:

1. Give me an example of a sales contest that you found extremely motivational.
2. Are you stronger at opening up new accounts or at developing the business in existing accounts? Give me an example of how you have done that in the past.
3. Give me an example of how you have used the talents of other people to increase your own sales.
4. Give me an example of how you have protected the company's interests when a customer was unhappy with something they bought.

SENSITIVITY:

Select the questions from this area that you feel are important to job performance:

1. Tell me how long would be too long to develop a sales territory.
2. Tell me what questions you feel are essential to ask at the start of any sales presentation.
3. Show me how you make certain that you ask all of the necessary questions.
4. Tell me how you communicate your sense of urgency.

Persuasive Sales Interview Questions

RON K RON K

25-Oct-2002

ORGANIZATION:

Select the questions from this area that you feel are important to job performance:

1. Give me an example of how you have adjusted to unplanned events in your schedule.
2. Give me an example of how you have used spontaneity to your advantage.
3. Tell me how your attention to details has helped you to grow your sales.
4. Show me how you build flexibility into your planning.