

Vervoe Interview Guide

Sales Manager

This interview guide is intended to be used in conjunction with the Vervoe skills assessment. Where a candidate has scored Low - Medium on a skill, focus on asking more questions from that skill to gain deeper insight into their level of competency.

Assessment score (%)

HIGH

MEDIUM

LOW

Assessment Skills

Sales Management, Motivation, Strategy

Competency/Skill	Candidate with this will display	Low	Medium	High
Sales Management	<ul style="list-style-type: none">• Demonstrated experience in meeting and exceeding financial targets• Clear understanding the sales process and ability to teach junior employees• Clearly articulating sales expectations to other staff• Ability to demonstrate financial results they have brought into previous employers• Identifying opportunities for new business and proactively going after them• Accountable for results• Hiring and building a high performing team			
Questions				
	Tell me about the highest performing team you have built. How did you help them succeed?			
	Tell me about how you make decisions around sales forecasting, team KPIs, and which markets to target?			
	Describe the most challenging sales process you have experienced. What was the outcome?			
	Tell me about an underperforming team or employee that you have been responsible for managing. How did you handle this?			
	How do you monitor your team's performance and activity?			

Comments

Motivation

Competency/Skill	Candidate with this will display	Low	Medium	High
Motivation	<ul style="list-style-type: none">• Understands their own personal motivators• Demonstrated background of instilling motivation in more junior team members• Belief in your product/service			
Questions				
	How do you stay motivated when you're not immediately seeing results? How would you ensure your team stayed motivated?			
	Tell me about a time where you felt demotivated. Why did you and how did you recover?			

Comments

Strategy

Competency/Skill	Candidate with this will display	Low	Medium	High
Strategy	<ul style="list-style-type: none"> • Demonstrates a high level of critical thinking • Understands best practices to take product to market and can effectively implement • Collects and interprets data to drive decisions that form sales processes • Iteratively reviews processes and procedures to ensure relevance and updates as required • Aligns strategy with organizational goals • Analyses trends within the business and market 			
Questions				
	Tell us about how you make decisions around sales forecasting, team KPIs, and which markets to target?			
	If you were successful in this role, how would you develop the business? What steps would you take to ensure you had all of the information required to do so?			
	How have you created a sales strategy in your previous roles for the organization and/or team?			
	How often do you review strategy or goals?			

Comments