

Territory Sales Representative

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	Territory Sales Rep, Account Management, Sales / Business Development, Negotiation

Competency/Skill	Candidate with this will display
Territory Sales Rep	<ul style="list-style-type: none"> • High level of customer service in all dealings with customers and potential customers • Confident working to KPIs and meeting sales targets • Strong level of communication and prospecting skills • Consistently identifies possible sales opportunities • High level of self-confidence
Questions	
	How would you manage multiple stakeholders who are at varying stages of the sales cycle? Who would you prioritise - feel free to use previous experience as an example.
	What has been your biggest win in your previous roles?
	Describe the hardest sale you've had to make.
	How do you know when to stop pursuing a potential customer?
	What steps would you take to learn our product/service inside out?
Comments	

Competency/Skill	Candidate with this will display
Account Management	<ul style="list-style-type: none"> • Strong level of customer service • Ability to manage multiple accounts at different stages of the sales cycle and after • Exceptional stakeholder management skills
Questions	
	Describe a time where you have had to manage a particularly difficult stakeholder.
	How do you prioritise which accounts to manage?

	How do you build rapport and long standing professional relationships with your customers?
	How would you plan your first 3 months if you were successful in this role?
Comments	

Competency/Skill	Candidate with this will display
Sales / Business Development	<ul style="list-style-type: none"> • Confidence in calling cold prospects for sales opportunities • Identifies knock-back as challenges to be overcome • Strong resilience and doesn't get easily derailed when they hear 'no' • Strong level of emotional intelligence that enables them to tailor sales pitch to the buyer • Demonstrates curiosity through questioning

Questions	
	What motivates you in a sales role?
	Describe your questioning techniques when fact finding with potential customers.
	Describe your typical sales cycle and process.
	How would you identify potential customers to call with our product/service?

Comments	

Competency/Skill	Candidate with this will display
Negotiation	<ul style="list-style-type: none"> • Always looks for win/win in customer interactions • Confident negotiator and doesn't back away from a challenge • Solutions focused when it comes to finding an agreement

Questions	
	Describe the toughest negotiation you've managed. What was the outcome?
	What is your philosophy when it comes to negotiating contracts/sales?
	Do you have a walkaway point when it comes to negotiating? What is this?

Comments	

