

Telesales Consultant

This interview guide is intended to be used in conjunction with the Verveo 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	Telesales, Sales, Communication, Resilience .

Competency/Skill	Candidate with this will display
Telesales	<ul style="list-style-type: none"> • Understands challenges of selling products/services in phone-based positions • Enjoys fast paced, open environments of selling in a call centre • Builds rapport and relationships with callers
Questions	
	What is the biggest challenge you will face as a telesales consultant and how will you overcome this?
	How would you build rapport with prospects over the phone?
	What has been your proudest moment in telesales?
Comments	

Competency/Skill	Candidate with this will display
Sales	<ul style="list-style-type: none"> • Identifies sales cues over the phone • Can confidently question prospects to understand their needs and tailor solution benefits that are relevant to them • Likes working to and achieving targets
Questions	
	What three questions would you ask a prospective customer who was thinking of buying our product/solution?
	Describe a time where you have turned around a customer who was not interested in purchasing to a sale.
	What is the most important attribute of a successful telesales consultant? Tell me a time where you have displayed this attribute
Comments	

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Competency/Skill	Candidate with this will display
Communication	<ul style="list-style-type: none">• Can clearly and concisely communicate over the phone with customers• Tailors communication style to the audience or recipient to get the best result• Listens before they speak
Questions	
	Can you tell me about a time where your message was misunderstood? Why was it misunderstood? How did you rectify?
	How would you effectively communicate with customers over the phone whose first language isn't English?
	Describe a time where you have changed your style of communication to best suit the needs of the audience. Why did you change and how?
Comments	

Competency/Skill	Candidate with this will display
Resilience	<ul style="list-style-type: none">• Stays motivated and perseveres even in the face of adversity• Continues to question when provided with a 'no' until they fully understand why a product or solution does not fit the caller's needs• Maintains positive after rejection• Treats each call as a new opportunity
Questions	
	Tell me about a time where you have missed a KPI or goal the first time but persevered and then achieved it.
	In this role you are faced with a lot of rejection. How will you remain positive on each new call?
	What would you do if a prospective customer said they weren't interested in purchasing anymore?
Comments	