

Vervoe Interview Guide

Sales Executive

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 Executive,
Negotiation, Stakeholder Management, Perseverance.

Competency/Skill	Candidate with this will display
Sales Executive	<ul style="list-style-type: none"> Confidence in building sales pipelines and cold calling prospects Strong stakeholder management skills to effectively liaise with internal and external contacts Effective time and energy management Strategic in who they approach as a prospect and identify different pain / selling points.
Questions	
	Describe your approach to selling to a prospect.
	How do you effectively manage your time with cold, warm and hot prospects?
	How do you build a pipeline from scratch?
Comments	

Competency/Skill	Candidate with this will display
Negotiation	<ul style="list-style-type: none"> Confident in negotiating prices and contracts Utilizes other services or trade-offs in the negotiation process that don't impact price (i.e. up/down selling, features) Understands win/win nature of negotiations Has a clear walk away point
Questions	
	What was your hardest negotiation in the past?
	Describe your approach to negotiations and provide an example.
	What has been your previous walk away point with a prospect?
Comments	

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Competency/Skill	Candidate with this will display
Stakeholder Management	<ul style="list-style-type: none"> Effectively builds strong relationships with internal and external stakeholders Understands the importance of building strong relationships long term with customers or prospects
Questions	
	Why do you think it's important to build positive relationships with prospects who DON'T turn into customers?
	How do you build relationships with internal teams. Why is this important for your role?
	Describe a time where you have had a particularly hard stakeholder you've had to deal with? Why was it hard and how did you manage this?
Comments	

Competency/Skill	Candidate with this will display
Perseverance	<ul style="list-style-type: none"> Maintains contact and relationship with prospects even if they don't come on board as a customer right away Perseveres to understand buyers pain points Doesn't give up on prospects when the process becomes difficult Doesn't give up when they experience rejection
Questions	
	Have you maintained a relationship with contact with a prospect when they didn't become a buyer, that has paid off in the end?
	Describe how you demonstrate perseverance in this role (or others).
	In what way has being persevering paid off for you?
Comments	