

**Sales Manager** \_\_\_\_\_ **Date:** \_\_\_\_\_

Questions	Notes	Score 1-5
Overall presence / appearance		
In your career, how many years have you met or exceeded plan?		
In your career, how many years have your sales teams met or exceeded plan?		
What percent of your sales typically come from new vs. existing accounts?		
What do you think is the most important part of the selling process?		
Describe your sales funnel process?		
How do you qualify a suspect?		
What are your top probing questions?		
What should the close rate be for prospects taken beyond two contacts?		
If you were selling pencils, what might your first three questions be of a new suspect?		
What sales skill programs / books do you use / have you used?		
Describe how you develop and lead sales personnel. What are key success factors?		
Describe your preferred sales organization structure and compensation programs.		
What separates you from other managers?		
What are your weaknesses?		
What were your hardest lessons learned?		
How do you deal with rejection?		
What do you like most about selling?		
What do you like least about selling?		
What type of leadership do you like best?		
What type of leader are you?		
What clients are most challenging?		
What clients create your greatest success?		
Describe your preferred sales presentation style / format and when you use it.		
Describe your closing style.		
What do you know about this industry?		
Why do you want this job?		
What are your career goals?		
Screening Tools (Caliper Corp., etc.)		
References		
	Total	

