

INTEGRITY SELLING®

HIRING AND SELECTION GUIDE

A natural tendency in hiring is to focus on industry experience and/or past sales success. While these are important considerations, most managers estimate that 85% of sales success relates to internal drive and motivation. It is incumbent to ask questions that provide information about:

- View of Selling
- View of Abilities
- Values
- Commitment to Activities
- Belief in Product/Service
- Achievement Drive
- Emotional Intelligence
- Goal Clarity
- Social Skills



SAMPLE QUESTIONS:

1. If someone asked you to describe what you do for a living, what would you say?
2. Describe something that has happened in your life that helped you clarify your values.
3. Describe something you have accomplished that required commitment to certain activities or practice to reach your goal.
4. Tell me about a goal you've reached at some point in your life, and the specific activities you did in order to reach it.
5. Describe a time when you've been frustrated or disappointed when something didn't work out as you planned. How were you able to deal with the disappointment and move on?
6. Describe your greatest achievement. What motivated you to work towards that accomplishment?
7. Help me understand how you go about setting goals for things you want to accomplish.
8. Tell me about a time when you faced adversity and what you learned.

QUESTIONS TO DISCUSS



VIEW OF SELLING:

1. Why did you decide to pursue a career in sales?
2. What makes you most passionate about selling our products?
3. Describe a previous sales career you enjoyed and what you liked most about it.
4. If you joined our company, how would you describe what you do to your friends and family?
5. Based on what you've heard or experienced, how would you describe most people's perception of salespeople?
6. Help me understand how you would want salespeople to describe their relationship with you?
7. What does the term "customer-focused selling" mean to you?
8. Why do you think society has such a negative view of selling?



VIEW OF ABILITIES:

1. What skills and attitudes do you believe are most important to be successful in sales?
2. How do you see yourself bringing value to customers beyond the value provided by our solutions?
3. What strengths do you have that would cause you to be successful in this business? What skills would you like to strengthen?
4. Tell me about a time when you were able to influence someone in helping them reach a goal.
5. Describe a situation where you have been required to articulate complex product knowledge.
6. How do you plan to differentiate yourself from other salespeople calling on the same customer?



VALUES:

1. How do you think you reveal your values to customers?
2. What values do you think must be demonstrated by successful salespeople?
3. Describe the qualities you admire most in successful salespeople.
4. Describe a time when you were asked to do something in conflict with your values and how you worked through this challenge.
5. What values would be important in representing our company in the marketplace?
6. How would you define integrity?

QUESTIONS TO DISCUSS



COMMITMENT TO ACTIVITIES:

1. What activities do you believe are most important to be successful in this business?
2. What expectations would you anticipate as being most challenging for you?
3. Based on what you know about our business, what do you think a successful sales conversation would look like?
4. Describe a time when a strong commitment to activities helped you be more successful.
5. In your previous careers, what activities were required to be successful?
6. Based on what you know about our business, what do you think you will need to do to reach your goals?



BELIEF IN PRODUCT/SERVICE

1. In your past sales experience, which products/services did you enjoy selling most? Why?
2. Describe a situation where you had to sell a product that you didn't believe in. How did that affect your productivity?
3. How do you think customers make decisions about which product to purchase or which salesperson to work with?
4. Tell me why you believe a customer should recommend you, our company, or our solutions instead of competitors.
5. How would you create extra value for customers beyond the solutions you're selling?
6. Why would you buy from yourself?
7. How do you think belief in the product you're selling influences overall sales success?



GOAL CLARITY

1. Describe a time when you set a goal you ultimately achieved, and what activities and beliefs were required to reach it.
2. Tell me about a goal you once set that you did not accomplish, why you believe you didn't accomplish it, and what you learned from the experience.
3. What is the most important thing you have learned about reaching goals since you have been in sales?
4. What goals would you have for your first year in the business?
5. What activities do you believe you would have to do to reach these goals?

QUESTIONS TO DISCUSS



ACHIEVEMENT DRIVE

1. How would you define Achievement Drive?
2. What do you believe Achievement Drive has to do with sales success?
3. Describe a time when strong Achievement Drive has helped you overcome obstacles and challenges.
4. How do you believe Achievement Drive relates to reaching your goals?



EMOTIONAL INTELLIGENCE

1. Describe a time when you had to manage your emotions in order to influence a positive outcome.
2. As it relates to yourself and your abilities, what does the term self-awareness mean to you?
3. Tell me about a time when you sensed a customer/client was upset or frustrated, even before they told you. Describe the situation and how you successfully managed their emotions.
4. Describe a time when you worked with a team or group of people to influence a positive outcome or reach a goal.



SOCIAL SKILLS:

1. How might you adapt your communication with different people?
2. Are there certain types of people with whom you feel most comfortable?
3. What are some ways you can pick up people's unspoken meanings?
4. How do you usually react when you have a conflict with someone?

ABOUT INTEGRITY SOLUTIONS

Integrity Solutions is a performance improvement organisation that focuses on developing sales and service teams that achieve measurable business results.

We partner with our clients to win more customers, keep more customers, and grow profitable revenue with a unique focus on sales performance, coaching, leadership, and customer service. Together we increase leadership's ability to align and engage their teams while igniting a passion among sales and service professionals.

Our values-based approach to relationship building for over 50 years has been the competitive advantage for more than 3,000 organisations. Visit us online to learn more about our solutions and approach: integritysolutions.com.