



## Agency New Producer Interview Guide

### Sales Skills

1. Sales cycle: describe the duration, pricing process and decision-makers involved.
2. Quality of results: actual vs. quotas; sales contest/awards won; your rank in sales staff?
3. Prospecting experience: # of calls per day/week; # of appointments per week?
4. ***Tell me about your most significant sales accomplishment.***
5. ***How would you approach the initial prospecting challenge to build your sales pipeline?***

### Drive to Achieve

1. What motivated you to become a sales person?
2. How competitive would your colleagues tell me that you are?
3. Tell me about the most difficult goal or objective you have achieved.

### Relationship Skills

1. If I asked a group of people who know you well to describe your style, what words would they use?
2. Tell me about situations where you have had to engage powerful people, like business owners and C-level executives?

### Work Ethic

1. ***Earliest work experience – describe the first time that you ever made a buck in your life.***
2. Tell me about a time when you worked about as hard as you've ever worked.

### Cognitive Abilities

1. Best and worst courses in college (grades)? How hard did you need to study?
2. Describe a situation where you had to learn a lot in a short period of time.

### Verbal Skills

1. In what types of situations do you approach with the most (and least) confidence?
2. How comfortable are you working a room full of strangers, say potential clients, if your role was to introduce yourself to as many as possible? What techniques work for you?

### Desires (Career Fit)

1. ***Walk me through your work history and include reasons why you left/took each job.***
2. ***What's the optimal location for you to work/live long-term?***
3. ***What are your career goals and how do you see this opportunity fitting into your plans?***

### Compensation Fit

1. How comfortable are you with (eventually) a commission based career?
2. ***What's your starting money expectation to accept a new position?***
3. ***What does make a "substantial income" mean to you?***



## We screen candidates against these key selection criteria.

**Sales Skills:** Has demonstrated effective sales skills with a record of successful selling in a business-to-business environment; has met or exceeded quotas; understands and applies sound principals of prospecting for new business, including cold calling; supervisors will support claims of sales success and reasons the candidate left their employ.

**Drive to Achieve:** Has demonstrated motivation to excel; sets high standards for personal performance and works hard to meet them; has strong self-discipline; perseveres and overcomes barriers in achieving goals; bounces back rapidly from discouragements.

**Relationship Skills:** Enjoys people; mixes well, is sociable and friendly; works well with everyone; can show concern for the needs of others.

**Cognitive Abilities:** Skilled in analytical and critical thinking, in problem solving; learns rapidly.

**Work Ethic:** Works hard; understands that building a book of business from scratch requires more time devoted to work than many careers, and has demonstrated a willingness to give the time required.

**Verbal Skills:** Is an engaging conversationalist; listens well; responses to questions are organized and succinct; grammar is correct; conveys enthusiasm.

**Desires:** Has demonstrated sound rationale behind previous job moves; understands that this position requires a long-term commitment to a career; the career, the firm, the location, and the rewards all meet or exceed the candidate's desires; they are a good "fit" with what the candidate wants to do and where he or she wants to do it.

**Compensation Fit:** Understands and can accept the client's compensation program; accepts that the career will be commission based after validation.