

Interview Questions Guide for the National Sales Manager

Section 1: Instructions for using the Interview Questions Guide during the Interview

- Start by explaining the purpose of the technical and behavioral competency questions to the candidate. Let them know that the questions are designed to assess their knowledge and experience in technical recruiting, as well as their soft skills and personal qualities.
- Review the technical and behavioral competency requirements for the role outlined in the Table in Section 2(Left column of the table). This will help you to determine which questions to ask the candidate during the interview.
- Use the interview questions provided in Table contained in Section 2 of the template to assess the candidate's technical and behavioral competencies separately. You may ask follow-up questions or clarify any points if needed.
- Begin with the technical competency questions. These questions should focus on the candidate's technical skills and experience for the role for which they are being interviewed. Ask the candidate to provide specific examples of how they have used these tools and processes in their previous roles.
- After asking the technical competency questions, move on to the behavioral competency questions. These questions should focus on the candidate's soft skills and personal qualities, such as teamwork, initiative, adaptability, confidentiality, communication, research, and analysis. Ask the candidate to provide specific examples of how they have demonstrated these skills in previous roles.
- Use a mix of open-ended and situational questions to assess the candidate's technical and behavioral competencies. Open-ended questions allow the

candidate to provide more detailed answers, while situational questions can help to gauge the candidate's ability to handle specific scenarios.

- Take notes during the interview to record the candidate's responses to each question. This will help you to compare candidates and make an informed hiring decision.
- At the end of the interview, summarize the candidate's strengths and areas for improvement based on their responses to the technical and behavioral competency questions. This can help to guide your decision-making process and ensure that you hire the most suitable candidate for the role.
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- At the end of the interview, thank the candidate for their time and let them know when they can expect to hear back from you regarding the hiring decision.

Section 2: Interview Questions For National Sales Manager

Interview Questions For Assessing Technical Competencies:

To assess these competency indicators	Ask these questions
● Demonstrates expertise in sales principles and techniques, resulting in increased revenue. ● Utilizes Microsoft Office and sales software effectively, streamlining sales processes. ● Analyzes data to inform decision-making, resulting in optimized sales performance.	● Can you describe a specific sales principle or technique that you have successfully implemented in the past to increase revenue? ● How do you ensure that your sales strategies are aligned with company goals? Can you provide an example of a successful strategy that you developed and executed? ● Can you describe a time when you used data analysis to inform a sales-related decision? What was the outcome?

- Communicates effectively with customers and team, resulting in successful sales outcomes. - Develops and executes sales strategies aligned with company goals, achieving desired outcomes.	- How have you utilized Microsoft Office and sales software in your previous sales roles? Can you provide an example of how this streamlined the sales process? - How do you effectively communicate with customers and team members to ensure successful sales outcomes? Can you give an example of a time when communication was particularly important in achieving a successful sale?
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Interview Questions For Assessing Behavioral Competencies:

To assess these competency indicators	Ask these questions
- Leads and motivates the team to achieve sales targets, resulting in increased revenue. - Adapts sales strategies based on market trends and changing customer needs, resulting in successful sales outcomes. - Sets and achieves ambitious sales targets, resulting in increased revenue. - Builds and maintains strong customer relationships, resulting in repeat business.	- Can you describe a time when you led and motivated your team to achieve sales targets? What were your strategies for motivating your team? - How have you previously developed and implemented sales strategies aligned with company goals? Can you provide an example of a successful strategy that you developed and executed? - Can you describe a time when you built and maintained strong customer relationships that resulted in repeat business? What were the key factors that contributed to the success of these relationships? - Can you give an example of a time when you set and achieved ambitious sales

- Develops and implements sales strategies aligned with company goals, achieving desired outcomes.

targets? How did you ensure that these targets were met?

- Can you describe a time when you collaborated with other departments to ensure seamless delivery of products and services? What was your approach to collaboration, and what was the outcome of the project?