

Group based Assessment Center Activities for Vice President– Sales Operations

Instructions for using Template during the Interview

The purpose of this template is to provide a guide for using these Group Based Exercises during an Assessment Center for hiring new candidates.

It provides a structured approach to evaluating candidates based on their technical and behavioral competencies required for the role.

Please follow the instructions below to ensure a fair and consistent evaluation of each candidate.

1. **Review the Technical and Behavioral Competency Requirements for the Role:** Please refer to Section 1 to review the technical and behavioral competency requirements for the role. This will help you understand the key skills, knowledge, and behaviors that are essential for the candidate to possess to be successful in the role.
2. **Use the Group-Based Exercises as Assessment Center Activities:** Please refer to Section 2 & 3 of this template to understand the different group-based exercises that you can use to assess the candidates. Each exercise has been designed to evaluate specific competencies required for the role.
3. **Complete the Assessor Evaluation Form:** Please use the Assessor Evaluation Form provided towards the end of Section 2 & 3 to record your ratings and observations about the candidate during the specific assessment center activity. This form will help you capture your feedback on the candidate's performance during the exercises and their overall fit for the role.
4. **Maintain Objectivity and Fairness:** Please ensure that you remain objective and fair throughout the assessment process. Avoid making assumptions or



Template Collection

drawing conclusions based on factors that are not related to the candidate's performance. Also, ensure that you provide feedback based on the candidate's demonstrated behaviors rather than their personality or personal characteristics.

Section 1: Competencies Required For Technical Recruiter

Technical Competency Requirements:

- Develops and implements sales strategies to achieve targets.
- Applies sales forecasting, budgeting, and reporting to optimize operations.
- Analyzes and interprets data to make informed business decisions.
- Utilizes CRM software, such as Salesforce, for efficient sales management.
- Demonstrates strong communication and leadership skills.

Behavioral Competency Requirements:

- Motivates and inspires the team to achieve sales objectives.
- Builds and maintains strong relationships with customers and partners.
- Solves problems and makes decisions effectively.
- Takes initiative and works independently to meet goals.
- Prioritizes and manages multiple projects efficiently.

Section 2: First Group Based Exercise

Activity Description

Name of Group Based Exercise: "Sales Strategy Development Activity"

Objective: Assess the candidate's ability to develop and implement sales strategies to achieve targets.

Competencies that will be assessed:

- Develops and implements sales strategies to achieve targets.
- Applies sales forecasting, budgeting, and reporting to optimize operations.
- Analyzes and interprets data to make informed business decisions.
- Utilizes CRM software, such as Salesforce, for efficient sales management.
- Demonstrates strong communication and leadership skills.
- Motivates and inspires the team to achieve sales objectives.

Instructions for the assessor:

- Brief the participants about the scenario and the objectives of the exercise.
- Observe the participants throughout the exercise.
- Evaluate the participants based on their ability to develop a comprehensive sales strategy and their leadership and communication skills.

Instructions for the participants:

- You will be divided into groups of 4-5 members.
- You will be provided with a sales scenario and relevant data.
- Develop a sales strategy for the scenario that includes sales forecasting, budgeting, and reporting.
- Utilize CRM software to manage the sales process.
- Assign roles within the team to ensure efficient management.
- Present the sales strategy to the assessors.

List of Job Aids that will be required to perform the activity:

- Sales scenario and data
- CRM software (Salesforce or similar)
- Presentation tools (PowerPoint or similar)

Assessment Center Activity Assessor Evaluation Form

Participant Name:	
Assessor Name:	
Date:	

Instructions: Please provide ratings and observations based on the participant's performance during the assessment center activity. Use the rating scale below and provide specific examples to support your ratings.

Rating Scale:

- 1 = Below Expectations
- 2 = Meets Expectations
- 3 = Exceeds Expectations

<i>Competencies Assessed</i>	<i>Rating</i>	<i>Observations</i>
Develops and implements sales strategies to achieve targets.		
Motivates and inspires the team to achieve sales objectives.		
Demonstrates strong communication and leadership skills.		

Utilizes CRM software, such as Salesforce, for efficient sales management.		
Analyzes and interprets data to make informed business decisions.		
Applies sales forecasting, budgeting, and reporting to optimize operations.		

Overall Assessment:

Based on the above criteria, please provide an overall assessment of the participant's performance during the assessment center activity.

Rating	
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Observations:

Please provide any additional comments or feedback about the participant's performance during the assessment center activity.

Additional Comments:



Signature	
Assessor	
Date	

Section 3: Second Group Based Exercise

Problem Solving Exercise

Name of Group Based Exercise: "Problem-Solving and Decision-Making Activity"

Objective: Assess the candidate's ability to solve problems and make decisions effectively.

Competencies that will be assessed:

- Analyzes and interprets data to make informed business decisions.
- Solves problems and makes decisions effectively.
- Takes initiative and works independently to meet goals.
- Prioritizes and manages multiple projects efficiently.
- Builds and maintains strong relationships with customers and partners.

Instructions for the assessor:

- Brief the participants about the scenario and the objectives of the exercise.
- Observe the participants throughout the exercise.
- Evaluate the participants based on their ability to analyze and interpret data, make decisions, and solve problems effectively.

Instructions for the participants:

- You will be divided into groups of 4-5 members.
- You will be provided with a business scenario and relevant data.
- Analyze the data to identify the problem and possible solutions.
- Develop a plan to solve the problem, prioritize tasks, and allocate resources.
- Present the plan and your decision-making process to the assessors.

List of Job Aids that will be required to perform the activity:

- Business scenario and data
- Presentation tools (PowerPoint or similar)
- Decision-making tools (such as SWOT analysis, decision matrix, etc.)

Assessment Center Activity Assessor Evaluation Form

Participant Name:	
Assessor Name:	
Date:	

Instructions: Please provide ratings and observations based on the participant's performance during the assessment center activity. Use the rating scale below and provide specific examples to support your ratings.

Rating Scale:

- 1 = Below Expectations
- 2 = Meets Expectations
- 3 = Exceeds Expectations

<i>Competencies Assessed</i>	<i>Rating</i>	<i>Observations</i>
Analyzes and interprets data to make informed business decisions.		
Builds and maintains strong relationships with customers and partners.		
Prioritizes and manages multiple projects efficiently.		
Takes initiative and works independently to meet goals.		

Solves problems and makes decisions effectively.		
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Overall Assessment:

Based on the above criteria, please provide an overall assessment of the participant's performance during the assessment center activity.

Rating	
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Observations:

Please provide any additional comments or feedback about the participant's performance during the assessment center activity.

Additional Comments:

Signature	
Assessor	
Date	