

Group based Assessment Center Activities for Direct Salesperson

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 drawing conclusions based on factors that are not related to the candidate's



Template Collection

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:

- Demonstrates in-depth knowledge of products/services, leading to increased sales.
- Applies consultative selling techniques, increasing customer engagement and satisfaction.
- Effectively handles objections, resulting in increased conversion rates.
- Utilizes sales metrics for data-driven decision-making and accurate revenue forecasting.
- Proficiently uses sales software/CRM systems to manage customer interactions.
- Monitors market trends/competitors for informed sales strategies.
- Conducts needs analysis to match products/services to customer requirements.
- Applies closing techniques to secure sales and meet/exceed targets.

Behavioral Competency Requirements:

- Builds/maintains relationships with excellent communication/interpersonal skills.
- Identifies customer needs, providing solutions, and overcoming challenges.
- Develops effective sales strategies, exceeding targets and delivering results.
- Works independently and as part of a team to achieve sales goals.
- Maintains a positive attitude and enthusiasm to overcome rejection and persist in pursuing sales opportunities.
- Manages time effectively, prioritizing tasks, managing leads, and following up with customers.
- Displays a strong work ethic, delivering excellent customer service and sales performance.
- Stays up-to-date with industry developments and adapts sales strategies accordingly.

Section 2: First Group Based Exercise

Activity Description

Name of Group Based Exercise: "Role Play Scenario"

Objective: To assess the participants' ability to apply consultative selling techniques, handle objections, and close a sale.

Competencies that will be assessed:

- Demonstrates in-depth knowledge of products/services, applies consultative selling techniques, effectively handles objections, utilizes sales metrics for data-driven decision-making, applies closing techniques to secure sales and meet/exceed targets.

Instructions for the assessor:

- Brief the participants on the scenario, the product/service being sold, and the customer's needs.
- Observe the participants' communication and interpersonal skills, including active listening and asking relevant questions.
- Evaluate the participants' ability to identify customer needs, provide solutions, and overcome challenges.
- Assess the participants' ability to use technical knowledge to match products/services to customer requirements.
- Evaluate the participants' ability to handle objections, using sales metrics for data-driven decision-making and closing techniques to secure the sale.

Instructions for the participants:

- Read the scenario and customer profile provided.
- Use consultative selling techniques to understand the customer's needs and match the appropriate product/service.
- Handle any objections the customer may have using effective communication and active listening.
- Utilize sales metrics and closing techniques to secure the sale.
- Follow up with the customer after the sale to ensure satisfaction.

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

- Scenario and customer profile
- Product/Service information sheet
- Objection handling guide
- Sales metrics data sheet
- Closing techniques guide

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

Competencies Assessed	Rating	Observations
Demonstrates in-depth knowledge of products/services, applies consultative selling techniques, effectively handles objections, utilizes sales metrics for data-driven decision-making, applies closing techniques to secure sales and meet/exceed targets.		



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: "Competitive Analysis Presentation"

Objective: To assess the participants' ability to conduct a competitive analysis and develop effective sales strategies based on market trends.

Competencies that will be assessed:

- Monitors market trends/competitors for informed sales strategies, conducts needs analysis to match products/services to customer requirements, develops effective sales strategies, stays up-to-date with industry developments and adapts sales strategies accordingly.

Instructions for the assessor:

- Assign participants to small groups and provide them with a list of competitors.
- Evaluate the groups' ability to conduct a competitive analysis, identifying strengths and weaknesses of each competitor.
- Assess the groups' ability to use the competitive analysis to develop effective sales strategies, including matching products/services to customer requirements.
- Evaluate the groups' ability to present their findings and strategies effectively.

Instructions for the participants:

- Conduct a competitive analysis of the assigned competitors, identifying their strengths and weaknesses.
- Use the competitive analysis to develop effective sales strategies, including matching products/services to customer requirements.
- Prepare a presentation summarizing the findings and strategies.
- Present the findings and strategies to the assessor and other participants.

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

- List of competitors
- Competitive analysis worksheet
- Sales strategy development guide

- Presentation template

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>
Monitors market trends/competitors for informed sales strategies, conducts needs analysis to match products/services to customer requirements, develops effective sales strategies, stays up-to-date with industry developments and adapts sales strategies accordingly.		



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	