



# “TOP 50”

## INTERVIEW QUESTIONS

### REGIONAL DIRECTOR OF SALES

1. Have you had the opportunity to build your own direct sales team? Tell us about that experience.
2. What size of geography have you covered in the past?
3. How are you currently managing your team? Walk us through a typical day?
4. How do you set priorities? What are your normal top 3 priorities?
5. How have you been working with brand new people? What is your involvement?
6. What is your current communications cadence? How often are you talking with leaders?
7. Are you responsible for personally recruiting people each week or do you manage the process with your leaders?
8. What type of training schedule has been established? Who provides the content for those meetings?
9. What does your team need the most from you?
10. What has been the top 3 challenges in managing your region?

*For additional questions go to:* [www.DirectSalesExperts.com](http://www.DirectSalesExperts.com)



**CRAIG A. FLEMING**  
FOUNDER AND CEO

#### ABOUT DIRECT SALES EXPERTS INC.

Direct Sales Experts is a global Executive Search Firm that specializes in “Leadership Identification”. Their focus is the Direct Sales, Network Marketing, MLM, Party Plan and Social Selling channels. At Direct Sales Experts they have spent a lifetime building relationships with the channel’s strongest leaders. By utilizing a network of 50,000 executives, their focus when working for you is to identify, interview, qualify and deliver quickly high performing proven leaders to help grow your business. Many of the world’s leading Direct Sales Organizations seek advice and council on Executive Recruiting, leadership development and succession planning.



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Name of Candidate: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Interviewer: \_\_\_\_\_

## ANSWERS:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
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## COMPANY PRIORITIES:

Check the Box Yes or No if the person fits in the organization and then rank 1-10 with 10 being a perfect fit.

	Fit Y/N	Ranking 1-10	Thoughts
Culture	_____	_____	_____
Leadership	_____	_____	_____
Skill Sets	_____	_____	_____
Articulation	_____	_____	_____
Team Player	_____	_____	_____
Management Style	_____	_____	_____
Attitude	_____	_____	_____
Enthusiasm	_____	_____	_____
Charisma	_____	_____	_____
Appearance	_____	_____	_____
Vision	_____	_____	_____
Mission	_____	_____	_____
Strategic Thinking	_____	_____	_____
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<b>TOTALS</b>	_____	_____	_____

**INTERVIEWER FINAL THOUGHTS:** \_\_\_\_\_  
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# TOP

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### REGIONAL DIRECTOR OF SALES

11. What advice would you give to a new person coming into a regional sales position?

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12. How do you manage your time between sponsoring and product training with new people?

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13. What type of support do you like to have from the VP of Sales?

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14. What are your strengths and weakness at this point in your career?

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15. How would you go about forecasting your regional sales for the next 12 months? Walk us through your thought process?

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16. How do you manage your time each day?

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17. How often are you currently traveling? What level of travel are you open to doing?

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18. How are you currently using social media in your business?

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19. Which platform is working best?

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20. Do you offer any type of training on these social media sites?

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- 11 \_\_\_\_\_
- 12 \_\_\_\_\_
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21. What is the make-up of men and women in your current position?

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22. How many people are full time versus part time?

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23. What sort of legal issues have you experienced How useful is your policy and procedures manual? How do you use this in your business?

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24. What type of “Fast Start” program are you using?

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25. How organized are you? Give us a few examples.

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26. In helping new people build a “Contact List” how do you go about doing this?

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27. Can you walk through how you get a new person started in the business?

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28. How do you teach “Goal Setting”?

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29. Have you ever used a “Dream Board”?

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30. How often are you seeing your leaders in person?

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- 21 \_\_\_\_\_
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31. Have you used gamification in your business?

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32. What KPI's do you look at each day to manage your business?

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33. When helping new people get started what type of back-office training do you provide?

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34. Do you work with new people directly or just with leaders?

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35. What type of reporting do you provide to your boss? How often?

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36. What do you do for fun?

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37. What books have you read lately?

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38. How do you help a stay at home mom manage her business?

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39. What interests you about this position and our company?

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40. Do you help new people set up their web sites?

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41. What is the culture at your current company?

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42. Have you worked in the Hispanic market, and do you speak Spanish?

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43. How often do you talk with your boss?

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44. How have you worked with Customer Service to help your business grow?

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45. Have you worked with any type of “Customer Loyalty” programs?

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46. How have you increased retention within your business?

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47. How have you increased the “Activity Percentage” in your business?

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48. Do you create any type of incentives just for your region?

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49. What type of incentives and recognition programs have you found to be most successful?

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50. What is the “Core Rank” that you try to get everyone achieve?

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