



“TOP 50”

INTERVIEW QUESTIONS

VICE PRESIDENT OF PRODUCT DEVELOPMENT

1. Have you been involved in writing a long-term strategic plan with any of the companies you have been with?
2. Have you developed a product roadmap? Describe the process, length and who was involved in the process.
3. What type of testing have you developed to insure the product you want to introduce is the right product?
4. What is your philosophy around product development?
5. How have you used technology to help in the product development process?
6. What has been the largest product development team you have managed? Describe each person's role.
7. What are the latest trends that you are seeing that would be helpful to a company like ours?
8. What would the first 30, 60 and 90 days look like if you joined our team?
9. What has been your biggest new product success story? Walk us through the creative process.
10. What have been the biggest product introduction mistakes that you have seen? What was your role in those introductions?

For additional questions go to: 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.



DirectSalesExperts.Com | 407.489.3351 | Craig@DirectSalesExperts.com

Name of Candidate: _____

Date: _____ Time: _____ Interviewer: _____

ANSWERS:

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____

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	_____	_____	_____
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Vision	_____	_____	_____
Mission	_____	_____	_____
Strategic Thinking	_____	_____	_____
	_____	_____	_____
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TOTALS	_____	_____	_____

INTERVIEWER FINAL THOUGHTS: _____

TOP

INTERVIEW QUESTIONS

VICE PRESIDENT OF PRODUCT DEVELOPMENT

11. What would be your biggest strength?

12. What weakness are you currently working on?

13. What would be the 3 words that best describe you?

14. How would your last boss best describe you?

15. In determining a product extension, what are the key considerations that you would focus on?

16. When you look to add a new product category, what are the major strategic questions that you look to answer before starting?

17. What are the margin targets that you look to establish?

18. Have you been involved with any company that uses a product points system for paying commissions?

19. What type of compensation plans have you been involved in?

20. In building a new Starter Kit, what are your product placement philosophy's?

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- 11 _____
- 12 _____
- 13 _____
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- 16 _____
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21. Have you been involved in designing and building a product pack program for new recruits? What considerations are necessary?
22. Have you been involved in creating any type of product systems? Explain the thinking around a recent project?
23. Have you been involved in product promotions? Describe a few examples.
24. What has been your experience in completing competitive analysis? What type of products were involved?
25. How important is packaging within a direct sales company?
26. What type of omni channel distribution have you been involved with?
27. What considerations have you had to evaluate to bring a product to market?
28. What type of sourcing have you had to do for ingredients?
29. What ingredient considerations go into introducing a new product?
30. Have you had experience with labeling? Explain your most recent.

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- 22 _____
- 23 _____
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- 25 _____
- 26 _____
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- 29 _____
- 30 _____

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31. What type of international product development have you had?

32. What are the biggest legal issues that you have faced in both the USA and Internationally?

33. How have you managed product claim issues with the field? How involved have you been with the field?

34. What has been the largest crowd that you have spoken in front of?

35. Do you have experience in conducting focus groups?

36. Have you had experience in overseeing and managing outside product consultants and developers?

37. What has been your experience with the FDA and FTC?

38. What has been your experience with getting accreditations and product endorsements?

39. Why are you looking to make a career change?

40. What is it that attracts you to our company?

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VICE PRESIDENT OF PRODUCT DEVELOPMENT

41. What is your leadership and management styles?

42. What type of culture do you like to work within?

43. What changes would you look to make in our products?

44. What KPI's do you use to manage your department?

45. What type of data tracking systems have you used in the past?

46. What technology has helped in your product development journey?

47. How do you think AI and VR will impact our channel?

48. Describe a product that you developed that incorporated a demo that had never been done before?

49. What has been your experience around live streaming and product sales?

50. What questions do you have for us or any final comments?

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