

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



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- **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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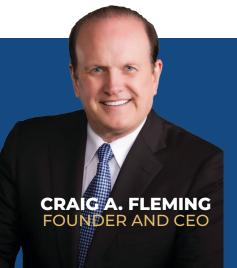


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- **21.** Have you been involved in designing and building a product pack program for new recruits? What considerations are necessary?
- **22.** Have you been involved in creating any type of product systems? Explain the thinking around a recent project?
- **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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- **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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- **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 you experience around live streaming and product sales?
- **50.** What questions do you have for us or any final comments?

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