



“TOP 50”

INTERVIEW QUESTIONS

CHEIF FINANCIAL OFFICER

1. The journey to becoming a CFO of a Direct Sales Company is normally a long one. Walk us through your resume, tell us about the companies you've worked for, your accomplishments, why you left each company and what is attracting you to our company.
2. Are you a CPA?
3. What strategic planning experience do you have?
4. Describe the process you have used to help a company create a strategic plan.
5. Who is normally involved in creating the annual operating budget? Who is involved?
6. What monthly closing process have you seen work best for a fast closing?
7. What are the Top 5 issues that are facing Direct Selling companies today from a financial perspective?
8. What has been the largest team you have overseen and guided?
9. What are the Top 5 KPI's that you have used to help manage the business?
10. What financial software packages are you familiar with?

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	_____	_____	_____
Attitude	_____	_____	_____
Enthusiasm	_____	_____	_____
Charisma	_____	_____	_____
Appearance	_____	_____	_____
Vision	_____	_____	_____
Mission	_____	_____	_____
Strategic Thinking	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
TOTALS	_____	_____	_____

INTERVIEWER FINAL THOUGHTS: _____

TOP

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11. How have you tracked ROI from incentive programs in the past? How about events?
12. What are your thoughts on “financial transparency” with the members of the management team?
13. Members of our management team are A+ personalities, how do you manage expectations and demands from people like that?
14. How would you go about cutting 25% out of our budget 6 months into the year if revenues were lagging?
15. What is the CFO’s role in a fast-growing company?
16. What is the CFO’s role in a company that continues to see revenue declines month over month?
17. What has been your experience in evaluating another company to purchase?
18. What type of due diligence process would you use?
19. What departments have reported into you?
20. How have you worked with each department head?

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- 11 _____
- 12 _____
- 13 _____
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- 15 _____
- 16 _____
- 17 _____
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- 19 _____
- 20 _____

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21. What is your Leadership Style?

22. What is your Management style?

23. What type of “Culture” do you like to be associated with?

24. What 5 words would best describe your personality?

25. What do you like to do for fun?

26. What have been the last 2 books that you have read?

27. How have you helped to manage the supply chain?

28. In negotiating terms with suppliers, what process have you found to work well?

29. What type of working relationship have you had with the head of HR?

30. Have you worked with a Board?

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- 22 _____
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- 26 _____
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- 29 _____
- 30 _____

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31. What type of reporting would you normally have to a Board or Owners? How often?

32. What has been the biggest financial problem you have had to tackle in your career? Please explain.

33. What was the financial road map like at your last or previous company? What role did you have in creating it? Who else was involved?

34. Tell me about a company you have worked at that had a stated Vision. How did you help reinforce, achieve, change, or help alter that vision?

35. What has been your biggest career mistake and how have you worked to correct it?

36. How would you help us grow from \$35m to \$100m over the next 5 years?

37. What challenges do you anticipate for a company in our growth stage?

38. What type of fraud have you seen and what preventative tools have you used in the past?

39. We may need some expansion capital to reach our goals, what experience have you had in raising money?

40. Have any of your previous companies been public or contemplated the idea? What has been your experience with this type of thinking?

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41. If you were to start working with us, what would be your plan of action for the first 30, 60 and 90 days?
42. Give us an example of what your agenda might look like for your finance and accounting meeting?
43. What kind of professional development have you encouraged at other companies?
44. How have you mentored someone? Explain.
45. How do you hold your people accountable?
46. Tell us about the best CEO you have worked with, what made it rewarding?
47. Tell us about the worst CEO you have worked with?
48. If I called the last CEO you worked with, what would they say about you?
49. What career goals do you have?
50. How soon could you be available to start with us?

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