

“TOP 50”

INTERVIEW QUESTIONS

VICE PRESIDENT OF MARKETING

1. You have had some time to review our web site, what are your thoughts around our branding, navigation, look and feel?
2. Creating a digital strategy for a direct sales company is quite challenging with an independent sales organization. Tell us about how you have navigated this and your overall experience in digital strategy development.
3. What have been the biggest challenges in deploying your digital strategy?
4. How have you helped the field sales organization best utilize social media?
5. What compliance issues have you faced with social media and how have you dealt with those?
6. What trends are you seeing in direct sales and how have you addressed them from a marketing perspective?
7. What KPI's do you use to manage the success of the marketing department?
8. Recognition is a big part of any direct sales company. What type of recognition have you helped to implement, what communications around that has worked best for you?
9. What other department heads do you primarily work with in executing events and recognition?
10. Walk us through the annual marketing budget process at your current company. What has been your involvement in this process and what other departments are normally involved in establishing your budget?

For additional questions go to: www.DirectSalesExperts.com



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

INTERVIEWER FINAL THOUGHTS: _____

TOP

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VICE PRESIDENT OF MARKETING

11. How have you helped attract younger people into your company?

12. What have been the persona's you have profiled and what type of marketing campaigns have worked best for you?

13. Mission, vision, and values all help to bring clarity to a direct sales company. What has been your involvement in helping to define these and what obstacles have you encountered in their deployment and adoption?

14. Without naming names, what does your current marketing team look like? (Titles, roles, and responsibilities).

15. How do you handle conflict within your team?

16. How do you handle strong personalities at the C-Suite level? Give an example of a particular situation and how you handled it.

17. Tell us about a marketing campaign that your most proud of and what was your role?

18. Sales vs Marketing. What are your thoughts on who drives the business and what role each plays in the scaling of the business.

19. When introducing new products to the sales organization, how often should this be done? How many products is ideal for each launch?

20. From a marketing perspective how do you affect average order size?

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21. How would you help the company increase their field sales force activity percentage?

22. What tools have you helped design and implement for the sales department that will help in the recruiting process?

23. What is the current customer journey at your company?

24. What is the representative journey at your current company?

25. What role does marketing play in retention of both customers and representatives?

26. Have you used gamification at all? If so, how?

27. Have you designed and implemented any type of customer loyalty programs? If so, give us a few examples of the things that have worked for you.

28. How would you describe the culture at your current company and what role does marketing play in its relevancy?

29. Have you used any type of Learning Management System (LMS)? If so, what have you learned?

30. What has been the largest audience you have addressed at a National Conference?

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31. Have you had international marketing experience? Tell us about that.

32. How much of your current marketing is outsourced?

33. What type of outside vendors have you managed? Give us a few examples.

34. How would you describe your management style?

35. How would you describe your leadership style?

36. What are your biggest strengths?

37. What weaknesses are you currently working on?

38. What is attracting you to our company?

39. Why should we hire you?

40. What does your social media footprint look like?

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41. What social media platforms have worked best in your current business?

42. What new social media platforms have you tested? Have you seen any good results?

43. What do you like to do for fun?

44. Do you use a marketing calendaring system? How far out are your current plans?

45. What is your preferred method of communications?

46. How do you stay up to speed on new trends in the industry?

47. What books have you read recently?

48. What is your opinion about working with a PR Agency? What has been your experience and results?

49. How do you measure the success of your marketing department?

50. What is the biggest mistake you have made in business and what did you learn?

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