



“TOP 50”

INTERVIEW QUESTIONS

VICE PRESIDENT SALES

Take about 20 minutes and walk us through your resume. Start from the beginning and walk us through each company, why you were hired, your responsibilities and accomplishments. After each company tells us why you left.

1. At your last company, what was the culture like and how did you try to change it?
2. How would you describe your leadership and management style?
3. What are the top 5 KPI's that you monitor?
4. At your last 3 companies how would you describe the business you were in?
5. What would be your “Go to Market” strategy during your first 30, 60 and 90 days?
6. What leadership qualities do you look for in field leaders?
7. Describe how you have built and developed financial forecasts?
8. What firsthand experience have you had in building and leading a Direct Sales Organization?
9. What type of communications cadence have you found that works best?
10. What “systems” have you used to help companies scale?

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: _____

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11. What do you know about our company?

12. What type of compensation plans have you worked with? Uni-level, Binary, Generational Pay Out, Check Match etc.?

13. What are the benefits of Direct Selling?

14. How would you approach a stranger to introduce them to your company?

15. If you were calling a referral for a friend, what would you say to them?

16. What are your thoughts on how to best start recruiting for our company?

17. What is different in the Hispanic Market?

18. Where would you start, what part of the country?

19. What States?

20. What is the best type of incentives?

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- 11 _____
- 12 _____
- 13 _____
- 14 _____
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- 16 _____
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- 18 _____
- 19 _____
- 20 _____

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21. How would you manage the U.S Market?

22. What is the best type of incentives?

23. What do you look for in a new person?

24. How would you start a new person in our new company?

25. What kind of results could we expect in the first 90 days?

26. Who was your mentor in this business and why?

27. What kind of marketing materials would you like to see us have?

28. What kind training recourses would you like to see?

29. How would you describe your management style?

30. How would you handle a problem between two representatives if they were fighting over a recruit? What type of process would you use?

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- 22 _____
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- 28 _____
- 29 _____
- 30 _____

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31. How would you organize a regionalized meeting in Chicago? Huston?

32. What kind of a budget would you need to sponsor 100 people/month?

33. If we need to raise the average order size, how would you go about doing that?

34. If we need to raise the activity % each month, how would you do that?

35. If we wanted to encourage more orders at the beginning and in the middle of the month how would you do that ?

36. How would you go about setting up a Customers Reward Plan?

37. How would you train a new person to look at their down line reports and manage their business?

38. How important is a mobile app? Is it necessary?

39. What type of compensation do you think would work best for our type of business?

40. What type of back office features would you like to see?

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41. Are you on any social media? Which ones? What type of following?

42. How can we use social media better?

43. What communications tools are you most comfortable with?

44. What are your beliefs around training?

45. Have you ever built and managed an organization of your own?

46. What has been your biggest accomplishment?

47. What do feel are the top 5 motivations of people?

48. Why do people leave direct selling company?

49. How do you stop people from leaving?

50. What new trends are you seeing in Direct Sales and what companies do you feel are staying ahead of the curve?

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- 42 _____
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