



“TOP 10”

INTERVIEW QUESTIONS

VICE PRESIDENT OF MARKETING

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. 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



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

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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: _____
