

“TOP 50”

INTERVIEW QUESTIONS

CHIEF EXECUTIVE OFFICER

1. Our industry is changing fast, give us your thoughts on how you can help us stay relevant and grow?
2. How have you helped a company change directions? What change management process have you deployed to insure success? What have the results been?
3. What are the new trends that you are seeing in our channel and how have you evaluated the potential viability for a company like ours?
4. How would you describe your leadership and management styles?
5. Of the people that you have mentored over the years, what has been their results in terms of trajectory, business size and revenue growth?
6. What are a few defining moments in your life when you had to make an unpopular decision and what were those results?
7. Describe the type of culture that you would bring to our company and how would you insure its adoption?
8. What alignment issues have you had to deal with in your last 2 companies and what type of action was taken to achieve results?
9. What measures have you had to deal with in cleaning up a balance sheet and how long did it take?
10. What has been your experience been in raising capital?

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 _____
- 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	_____	_____	_____
	_____	_____	_____
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	_____	_____	_____
TOTALS	_____	_____	_____

INTERVIEWER FINAL THOUGHTS: _____

TOP

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CHIEF EXECUTIVE OFFICER

11. What has been your international expansion experience? Walk us through the countries, challenges and results.
12. How would you describe yourself in one word?
13. In you last two companies, how would your bosses best describe you?
14. Describe a recent management team conflict and how you handled it?
15. Have you had any experience in dealing with company family members who were placed in positions of authority, long before they were qualified to perform the job?
16. How do you evaluate people's performance and when do you know it is time to make a change?
17. What has been your experience within a publicly traded company?
18. What experience do you have in talking with the press and being interviewed on television?
19. Have you ever had to deal with negative publicity? Describe your approach?
20. What type of digital media have you embraced and are you active on any platforms?

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FOUNDER AND CEO

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- 11 _____
- 12 _____
- 13 _____
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- 20 _____

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21. How would you describe your 3 biggest accomplishments?

22. How would you describe your 2 biggest failures or disappointments in your career?

23. What are the last 3 books that you have read and what did you learn from each?

24. What 2 things do you really like and 2 things that you really dislike about your current position?

25. If you had been the CEO in your last company what would be the biggest change you would have changed?

26. Can you tell us why you left the last 3 positions?

27. What direct impact have you had at the last 3 companies in terms of revenues and profits?

28. Where did you fit in the organizational chart in your last 3 companies?

29. What are the 3 biggest weaknesses that you are currently working on?

30. How would you describe your biggest strengths?

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31. What value do you place on teamwork and when is it not necessary?

32. Can you teach me something I don't know?

33. Can you sell me this saltshaker?

34. Have you ever been involved in rebranding a company?

35. Have you had any mergers and acquisitions? Please explain.

36. What are your thoughts around an omni-channel approach to direct sales?

37. Have you had to completely change the compensation plan?

38. What type of formalized employee review process have you seen work?

39. How many people have you fired in the last 2 companies?

40. What types of legal problems have you had to deal with as it relates to employees?

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- 32 _____
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- 40 _____

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41. Have you had any experience in working with the FTC or FDA?

42. Have you been active in the DSA?

43. How would you go about casting a vision for our company and who would be involved in helping you develop that vision?

44. Do you feel the mission of our company is right for the products/services and opportunity we provide?

45. Have you worked with Distributor Advisory Councils? What do you like and dislike about them?

46. What are your top 5 goals for your life?

47. Have you ever had to completely change a business model?

48. What would the first 30, 60 and 90 days look like under your leadership?

49. How soon would you be available to start?

50. What questions or final comments do you have?

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