

# “TOP 10”

## INTERVIEW QUESTIONS

### VICE PRESIDENT OF PRODUCT DEVELOPMENT

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. Have you been involved in writing a long-term strategic plan with any of the companies you have been with?
2. Have you developed a product roadmap? Describe the process, length and who was involved in the process.
3. What type of testing have you developed to insure the product you want to introduce is the right product?
4. What is your philosophy around product development?
5. How have you used technology to help in the product development process?
6. What has been the largest product development team you have managed? Describe each person's role.
7. What are the latest trends that you are seeing that would be helpful to a company like ours?
8. What would the first 30, 60 and 90 days look like if you joined our team?
9. What has been your biggest new product success story? Walk us through the creative process.
10. What have been the biggest product introduction mistakes that you have seen? What was your role in those introductions?

*For additional questions go to:* [www.DirectSalesExperts.com](http://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.



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Name of Candidate: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Interviewer: \_\_\_\_\_

ANSWERS:

1

2

3

4

5

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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: \_\_\_\_\_

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