

# “TOP 10”

## INTERVIEW QUESTIONS

### CHIEF EXECUTIVE OFFICER

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. 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](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.



[DirectSalesExperts.Com](http://DirectSalesExperts.Com) | 407.489.3351 | [Craig@DirectSalesExperts.com](mailto: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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