



“TOP 50”

INTERVIEW QUESTIONS

DIRECTOR OF SALES

1. How would you go about building a sales organization from scratch? Walk us through a few of the initial steps you would go through.
2. We currently have 25 leaders who have reached our highest ranking, how would you go about working with them to generate more new customers and distributors?
3. What “Tools” would you like to have in place to help in the recruiting and sponsoring process. Then share with us your involvement in creating those tools in prior companies.
4. To learn about our field sales organization and our leaders, how would you approach this task to completely be up to speed with their needs and challenges within 60 days?
5. What is your leadership and management styles?
6. Have you had the opportunity to develop an annual operating plan, one that would help forecast KPI's over a 12-month period? Tell us about how you would approach that process.
7. The journey of getting new people started is always a challenge, in the past how have you approached this task and what have been your results?
8. What have been the key elements of a company's culture that you have found to be most attractive to new people?
9. Upon joining our team, walk us through the first 30, 60 and 90 days. What are the things that you would focus on? What would be your priorities?
10. What do you know about our company and why are you interested in this position?

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	_____	_____	_____
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Charisma	_____	_____	_____
Appearance	_____	_____	_____
Vision	_____	_____	_____
Mission	_____	_____	_____
Strategic Thinking	_____	_____	_____
	_____	_____	_____
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	_____	_____	_____
TOTALS	_____	_____	_____

INTERVIEWER FINAL THOUGHTS: _____

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11. What type of recognition programs have you found to work best?

12. Have you been involved in helping to design different recognition programs? Tell us about the most successful one that you were involved in.

13. What is the largest crowd of people that you have spoken in front of? Tell us about that event.

14. What type of incentive programs have you found have worked best? How often have you ran these and for how long?

15. How would you go about communicating with our sales organization? How often and in what ways?

16. Have you been involved in designing and delivering training programs to the field sales organization? What have been the most successful?

17. What type of leadership training have you been involved in? Walk us through a few examples.

18. In terms of events, have you been involved in organizing and executing different events? How large have they been? What has been your role?

19. Have you been involved in the financial budgeting of these events?

20. What involvement have you had with your Customer Service teams? What has been the biggest take away? How closely have you worked with them?

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- 12 _____
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- 19 _____
- 20 _____

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21. How do you use information to help your field leaders? What data points have you found work the best to have them focus on?

22. How have you influenced “Rank Advancements”? What specifically has worked best for you?

23. What are the top 5 KPI’s that you have found that move the business forward? Have you used a dashboard of any type to track these?

24. Walk us through a typical day at your current company? What activities are you involved in?

25. How do you best organize your day? How are priorities established?

26. Have you had the opportunity to hire any Regional Sales Directors?

27. What has been your international experience?

28. What would be your biggest strengths?

29. What weakness are you currently working on?

30. What have you found from a social media perspective that really helps to attract new customers? New Representatives?

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31. Have you worked in the Hispanic market, and do you speak Spanish?
32. What type of trainings do you conduct monthly?
33. Have you been involved in creating any type of recruiting videos for your companies?
34. Getting new people started on their journey is extremely important. How have you helped to improve that process?
35. Have you ever designed and developed a Leadership Council?
36. Tell us about a boss you really liked. What was that person like?
37. How do you identify up and coming leaders?
38. In coaching new up and coming leaders, what skills are most missing and how have you helped people to acquire those skills?
39. Do you suggest leading with the product or business opportunity?
40. What lead generation activities do you suggest to new people?

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41. A persons "Personal Story" is very important. How do you explain this to a new person?

42. What type of "Fast Start" program have you found to be most successful?

43. Have you ever worked with a "Founders Club" program?

44. Where do you spend most of your time? At what level of the organization?

45. Are you open to traveling up to 75% of the time?

46. How would you go about opening a new market?

47. How do you currently use your "Income Disclosure" statement?

48. What FTC issues are you currently seeing in your organization and how are you addressing those?

49. What is your top priority each day?

50. How soon could you be available?

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