

Sample Sales Job Specification Questions

Using this short form you will be able to effectively communicate the job specification to your colleagues, a recruiter or potential candidates. Taking 30 minutes out of your day at the beginning of the recruitment process to understand exactly what you require could save hours of interviewing the 'wrong' candidates and months of pain if it leads to a wrong recruit.

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Who Does it Report Into:
The Role:
Reason for Vacancy – why are we recruiting?
Do I need the authorisation to recruit?
What's the role covering – geography? (Is this role working from home or from the office?)
Ideally living (extremities).
What is the role doing/selling? What products / service and applications?
Are any health and safety risks related to this job?

Recruitment Process

Position Title:

How are you going to recruit for the role?

Recruitment agency? Who? Are they specialist? What do they include in their service? How have you found their service so far?

What's the recruitment process – psychometrics, skills testing, reference checking, etc.

Who's involved in the recruitment process? What's the format for first interview and second interview?

When are we looking to recruit?

Where are we going to interview? What ideal date for interviews - who's involved, tentatively book diary out?

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PERSON

What experience does the candidates need to have?

Does the candidate need to have a qualification? If so, What level / discipline?

What are the backgrounds of other successful members of the team whom undertake this role?

What ten attributes make someone successful in our business?

PACKAGE

Basic salary.

Commission, bonus. How is that paid?, i.e. monthly, annually, etc

What are the realistic on target earnings in the first year?

Car / type/ or allowance. Petrol or Diesel. Engine size, age, fully expensed.

Private Health / pension / home phone bill / expenses / mobile phone

How many days holiday, plus 8 statutory bank holidays?

What is the probationary period?

COMPANY

How long has our company been in operation (established?) / are we part of a larger group.

What's our last year turnover/Profitability. How many staff / how many in the sales team (internal / external.)

How do our sales force sell – what makes our products or services better? i.e. highly technologically driven, market leader, price or service for example

Why do people like to work for you? Why do I stay with the business

What induction programme do we have? What training in year one?

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