

Company:

Job Title:

Candidate:

Interviewer:

Competency	Example	Score
Goal Focused	How do you plan your sales strategy. Talk me through your sales strategy from the last year and how you made sure that you stayed on track?	/15
Consultative Approach	Talk me through the way in which you approach meetings and give an example of a recent complicated sale that you won? What objections did the client have and what was your methods to overcome them	/10

Example competency interview form. For guidance notes and help videos please visit:

http://www.aaronwallis.co.uk/how_to_cbi.aspx



Positive Attitude	How do you get yourself through the 'troughs' - give me an example of a difficult period that you've gone through at work and how you kept focus and performance high?	/10
Honesty and Integrity	Give me an example of when you've lied in the interests of your job? Would you do this again? What did you learn from the experience? Would you encourage others under you to lie in the interests of their job? On a scale of one to ten how would the term 'maverick' describe you? Why specifically have you scored yourself in this way?	/15
Self Starter and Working Autonomously	Talk me through how you plan your quarters/months/weeks/days to ensure that you meet targets. How do you specifically measure yourself against your sales objectives? How do you ensure that you are always focused on raising the bar and achieving more. Talk me through an example that demonstrates your 'self starting' qualities?	/15

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Service Oriented	Give me an example of when you've provided 'stand-out' customer service? Why specifically do you get repeat business? Give me an example when you've gone beyond expectations to deliver customer service	/15
Technically Inquisitive	Give me an example of how technically inquisitive you are? Tell me the last example of when you've looked at something and thought 'How does that work?' What did you do to find out?	/10
Continuous Development	What behaviour will you have to change to succeed in this role? Why do you need to change this behaviour? How will you ensure you don't slip back into adopting this behaviour? How do you ensure that your skills are kept fresh - In the last 12 months talk me through an example of how you have developed yourself.	/10
		Score: /100

Notes: