

BEHAVIOURAL INTERVIEW QUESTION TOPIC

Sales Focus

Description:

Recognises and actively pursues opportunities to sell products and services, to increase current business and/or expand into new markets; keeps abreast of current product developments and trends relative to market opportunities and competition.

Evidence to look for:

- Positions the business to secure a unique commercial advantage
- Creates new markets for existing products
- Identifies opportunities for wealth creation that others have missed
- Identifies and develops sales strategies aligned with corporate strategy and company values

Questions:

- Can you give me an example of a business risk you have taken that has paid off? How did you unearth the opportunity? What level of planning went into this? What was the outcome?
- Describe the desired future state as you see it for your area/organisation? How far out does this look? Whose views are reflected in this? What are the barriers to achieving this? What will need to be done differently to achieve this desired state?
- Provide the best example you can of how you translated “strategy” into “action”. What did you do? What were the outcomes?
- What in your view are the Business’s main opportunities for growth? What are the main threats to the Business’s future?
- Can you give a significant example of an instance where you recognised and capitalised on an opportunity to secure new or additional business? How did you become aware of the opportunity? What has been the yield from this to date?
- How do you source/create opportunities for new business? What has been the most successful strategy you have employed?
- To what extent have you been able to secure growth in your sector? Please give details.
- What is happening in your market and what you have done to take advantage of current circumstances?
- How have you kept informed of competitor activities, and what have you done to minimise the impact of competitor activities. What did you do to “out-position” your competitor? What measures did you put in place to monitor your progress and success?