

Interview Question – Sales Advisor

INTERVIEW - POSITION -CANDIDATE:.....

This information on this word document contains guidance on competence base interview question for a sales advisor. We would recommend a use of a scoring scale of 1 to 4, with 1 being the unsatisfactory, 2 being satisfactory, 3 being good and 4 being outstanding.

Pre – Interview Checklist

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| -Introduce panel | -Confirm candidate's identity |
| -Confirm post being interviewed for | -Explain competency based interview structure |
| -Ask what they know of insert company name | -Explain opportunity for questions for candidate available at the end |

REGULATORY, & COMPLIANCE

- Tell us about your experience of working in sales?
- How would you deal with a situation where you felt pressurised into compromising regulatory compliance eg help to buy
- Tell us about your understanding of the Consumer code (Experience Sales Advisor from another Home builder)
- Can you tell us about how you keep customer data safe?

HEALTH, SAFETY & ENVIRONMENT

- Describe how you ensure customer health & safety?
- If are alone working what measure do you?
- Tell us about a time when you have had to deal with a difficult customer where your health and safety has been threatened?

CUSTOMER AND QUALITY FOCUS AND INTERPERSONAL SKILLS

- What are the most important skills a sales person should have
- Tell us about how you usually close a sale?
- Can you provide an example of a time when you have had to deal with either a customer complaint or disagreement? How did you deal with this and what was the outcome?
- How do/would you deal with different customer personalities?
- What do you think are the key aspects of customer service? And why are they important?
- How do you handle several customers arriving at one time when you are working alone?

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PRODUCT KNOWLEDGE
<ul style="list-style-type: none"> • How do you ensure that you keep up to date with the product and the development (facilities in the area / environment) you are selling? • Give an example of where you have had to find the answer out for a site feature? How would you deal with this? • What is your understanding of the key stages of building a house? Why might they be important?
UNDERSTANDING CONVEYANCING
<ul style="list-style-type: none"> • Can you describe your understanding of conveyancing? (Previously Home builder Employed) • What would be your understanding of conveyancing? (no Experience)
COMMERCIAL AWARENESS
<ul style="list-style-type: none"> • Give an example of when you have had to manage customer expectations? • What level of autonomy have you given in previous roles regarding discounts and/or commercial awareness? • When have your suggestions been put into action and what were the outcomes?
ORGANISATIONAL AWARENESS Understands mission, values, operations, structure, and goals of the organisation
<ul style="list-style-type: none"> • How would you describe the mission and values of (insert Company)? Which aspect appeals most to you? Which aspect do you feel is hardest to understand or follow? • Describe the last time you joined a new organisation. How did you settle in? What were the most valuable pieces of information you learned? • What are the activities you hope to complete in your first three months in the role? • Any other job specific questions pertinent to the organisation
COMMUNICATION Effectively transfers information and expresses ideas to individuals or groups in oral and written form
<ul style="list-style-type: none"> • Give us an example of a time you provided information to a customer. What approach did you take, and why? • Tell me about your typical e-mail to colleagues or clients/customers. What does it look like? What tone does it take? • How do you change your tone and language when communicating with customers compared with your colleagues?

Interview Question – Sales Advisor



- Give an example of a time when you were working on a project and had difficulty getting cooperation from a group outside of your team that was vital to the completion of the project. How did you go about requesting the assistance?
- Tell me about a time when your active listening skills really paid off for you. Were you able to communicate these details to those who may have missed them?

Post – Interview Checklist

- Invite questions, Request current notice terms
- Explain post interview procedure, Thank candidate for attending



In conjunction with

