



Document 16-03

Telephone Sales Representative Interview Rating Form

Instructions:

Thank the candidate for his/her interest in the position.

1. Ask the candidate to describe any past sales experience (can be non-work related).
Example: Tell me about a job or experience where you have sold a product or service.
2. Ask what the candidate thinks is important to be successful when selling.
Example: Tell me what is important to be successful in a selling role.
3. Ask the candidate about experiences he or she has had working a repetitive job or task.
Example: Tell me about a time where you have done a repetitive job or task.
4. Have the candidate ask you about the position – look for genuine interest and thought.
5. Ask the candidate about any “red flags” on his/her resume.
6. Ask the candidate to close you on inviting him/her to a face-to-face interview.
Example: The next step in our selection process is a face-to-face interview. Consider the face-to-face interview to be product you want to sell me, and close me on inviting you to the interview.

	Very strong evidence behavior is not present	Strong evidence behavior is not present	Some evidence behavior is present	Strong evidence behavior is present	Very strong evidence behavior is present	Insufficient evidence for or against the behavior
Behavior 1: Articulates previous work – or non-work related – sales activities.	-5	-3	1	3	5	0
Behavior 2: Clearly states what is important in selling.	-5	-3	1	3	5	0
Behavior 3: Demonstrates the ability to work a repetitive job like telephone selling.	-5	-3	1	3	5	0
Behavior 4: Uses knowledge of the role to position him/herself into our needs.	-5	-3	1	3	5	0
Behavior 5: Adequately addresses “red flags” on his/her resume.	-5	-3	1	3	5	0
Behavior 6: Asks for a face-to-face interview, the next step of the selection process.	-5	-3	1	3	5	0
Totals in each column						
Grand Total (Sum totals in each column)						

