

PREPARING TECH STARTUPS FOR
REVENUE GROWTH SUCCESS

Sales Rep Interview Checklist

Minimize Risk For Attrition:

- HIRE FOR THE RIGHT
LEADERSHIP QUALITIES
- CONSULTATIVE SALES
CAPABILITIES
- TEST & VALIDATE

R
RELATIVITY SELLS

This printable checklist was developed for SAAS and tech companies to use when interviewing for the right sales team. It serves as a guide you can use when interviewing sales candidates in an effort to test & validate:

- **Leadership Style**
- **Consultative Sales Capabilities**
- **Real-world Interview Questions** to help you gain clarity in a rep's potential performance
- **Validate Through Presentation**

Leaving your startup hiring decision to, intuition alone or trial & error can cost you **over \$150k** in attrition costs.

Leadership

Rate your candidate's display of the following leadership qualities by circling the appropriate number of stars.

Coachability, desire for
constant growth



Inspirational,
able to enroll



Purpose Driven



Accountability



Confidence In Career
Vision




Adaptable To Change





Sales Style


Most tech and SAAS startups are solving complex issues for their customers which requires a sales rep that is driven to engage as a consultant/ advisor to their clients. Circle the candidate's alignment to the following characteristics.


Gave examples of career history delighting clients. 


Examples of exceeding revenue expectations. 

Graceful objection handling. 

Motivated to generate revenue 

Confidence In Career Vision 

Empathetic / Active Listener 

Understands Quantitative Business Impact 

Leadership Interview Questions

Why are you currently looking for a new role?

Tell me about a time when you had to step up your leadership in life.

If in a play, what role would you play? Lead Actor, Supporting Cast, Set Design, or Director

Share a sales win you had and describe the process of winning the customer over.

What motivates you to get up to sell every day?

How are you evaluating us as a potential employer?

What is next for you in your career?

Selling Style Interview Questions

What attracts you to our company?

How would clients describe you?

Share a sales win you had and describe the process of winning the customer over.

How do you build a pipeline?

Give an example of a lost deal and how you handled it.

What kind of sales awards do you have and how did you achieve them?

We have a hard time finding the best sales reps, why should we hire you?

Candidate Presentation

You can tell a lot by the way a person presents: their coachability, ability to navigate objections, and enroll their audience into an idea or concept.

Have your candidate present on something they are passionate about for 15-minutes. You play the role of the client or audience. Evaluate how they interact with you, enroll you in their idea or concept. You want to see if they can sell without a lot of marketing tools, demos, system engineers and lead their business.



For more information on how to build your sales team and ensure revenue growth for your company is designed around your customer, reach out to Amy Looper at Relativity Sells for enablement and sales leadership advisory.