

## **Sales People**

How would you present prospects and customers describe you as their sales representative?

Describe a time in your company did not deliver on its product or service and how you responded?

Describe one or two of the most difficult challenges and/ or rejections you've faced in the past and how you responded?

How many rejections do you take in a typical week?

How do you move forward from a string of rejections?

What would you say your one or two biggest failures or mistakes were? What did you learn from them?

What are some of the challenges you see that are facing this industry?

How would those with whom you work now, across all areas of the company describe you and the work you do?

Describe a time you led a group of people, the primary challenges you faced and how you handled them?

If you woke up in the morning and found sales success, what would be different?

## **For Management**

What things do you like doing? What things don't you like doing?

What things do you do that are counterproductive?

Do you need to get better at something and what is it?

If you want more time away from your business, what do you have to stop doing?

How great are you willing to let your business get?

What percentage of time do you spend doing vs. managing vs. leading?

What is your main thing?

Make a list of people that reports directly to you. (Knowing what you know today would you hire that person for that position?)

What are the brutal facts about your business?

What can you be best at? What can you not be best at?

What would your top ten customers say to this question... Why do they do business with you?

What people, systems or processes are either helping or hurting your progress in achieving the main thing?

What mistakes have you made because of lack of patience?

What opportunities do you have?

Where does your time and energy go?

Who and what are the time and energy robbers?

What motivates you? What demoralizes you? What de-motivates you?

Why do your current clients choose you?

Do your employees know what your goals are for this year?

What are the top 5 objectives for the firm in the 1<sup>st</sup> quarter?

What is the perpetuation plan of the firm?

What are the top three most important things to the leadership of the firm?

How many new clients does the firm currently acquire each year?

What are the current acquisition cost per client?