

Behavioral Interview Skills

Duration: 2-Days

This workshop provides practical and proven method for selecting and interviewing new sales representatives who possess the core competencies of high performing sales representatives within your organization or business unit.

After completing this program, you will be able to:

- Identify the technical and performance skills of a sales position for your organization or business unit
- Identify core competencies of high performing sales representatives within your organization or business unit
- Prepare behavioral-based interview questions designed to uncover the performance potential of the candidate
- Conduct a successful behavioral based interview by:
 - Opening the interview and establish rapport
 - Asking questions about past performance
 - Probing to clarify understanding
 - Seeking contrary evidence
 - Inviting candidate to ask questions
 - Closing the interview
 - Reviewing your notes and summarize your findings

This cohort program is for intended for sales professionals and sales managers within the same organization or business unit.

Delivery Method:

Pre-work: Upon registration to the Sales Certification Program, participants are required to complete pre-work as follows:

- Reading assignments and application exercises
- On-line classroom and guided discussions facilitated by an RBI faculty member

RBI Lab Experience: Upon completion of the pre-work component, participants will attend a 2-day workshop at the Russ Berrie Institute for Professional Sales which will consist of:

- Reinforcement of the learning objectives presented in pre-work
- Behavior modeling and role-playing
- Feedback provided by RBI Sales Coaches
- Action Plans which serve as the basis for follow-up
- Role-plays are captured on DVD and provided to participants

Measurement: Program effectiveness is measured at 21, 60 and 90 day intervals.