

The seven steps to the Interview Process

Step 1 – Meet and greet

- Don't sit behind your desk. It creates a barrier.
- Don't rush into the conversation. See if the person you are interviewing takes a little initiative with this first step. Good sales people look to establish rapport quickly.
- At this point you have had the opportunity to make some decisions already...both you and the candidate have made first impressions and you likely have spent a couple minutes on "small talk", now
- Start the interview by outlining the steps you intent to take.
(Likely you will do a one step interview, but it may be a follow up interview step will be required..i.e. you want to check on references or do a credit check, etc.)

Example: *"Thanks again for coming in for this interview. I expect we will spend the next fifteen to twenty minutes together. What I want to do is provide you with a brief description of what this job requires. I have some specific questions I want to ask you and of course I want to tell you something about our company and give you the opportunity to ask any questions you may have. If we think there is a chance for a good fit we will move forward and I will ask you to complete a Potential Performance Profile, which will provide an even better vision of your potential in our business. Ready, let's get started"*

Step 2 – Job Overview and "Can Do" List.

- If you have a position description (which I encourage you to create) you would hand the copy and begin a review.
- Your goal here is to give the candidate "snap shot" vision for what the job is...you don't have to go into great description but you want to be sure they have a pretty clear picture of what is required.
 - A trait of good sales people is that they will want to probe for more information. If the person you are interviewing takes that approach, it is a very good sign! Watch for that quality
- Can Do List
 - Some interviewers have their Can Do's built into a pre-interview screening outline that the candidate completes before the interview starts.
 - Describe the item and ask a closed end question

Either way, what you want to do here is review your Can Do list and get confirmation that the candidate can meet that requirement. Example: *"One of things that is required of this position is that you have to have a clean car to use when showing property. Do you have transportation?"*

Complete your list of questions. (Green Light / Red Light)

Step 3 - Make a decision – tell them and move on

Example: “ *Based on the information we have covered so far I think you are a candidate for this job” Shall we move ahead?*

If you hit a Red Light, STOP. No sense wasting your time.

Step 4 – Company Sell.

This is your time to “sell” the benefits of working for your office. If you have hand out material (value package) then now is the time to use it.

Here are a few things you may want to cover

- History of the Company
- Your background
- Members of the staff
- Orientation & Training
- Compensation

You should allow for Q & A during this process

Step 5 – Probing Questions / Potential Performance Profile

Here is where you are digging for information about this person. Use Open ended questions and probe for insight that will allow you to determine if this person can be successful in the job you have for them.

Successful sales people developed successful behavior. History will provide you with a pretty good idea of what you will experience in the future. If you have administered the Potential Performance Profile you will want to refer to some of the questions that are suggested on the graph page.

You may want to ask a few questions first, before you administer the Potential Performance Profile. Here are a few questions you should consider:

Have you every sold anything before?

Yes –

Tell me what you enjoyed about selling that the most?

No –

Tell me about your best / worst encounter with a sales person

Think back to your childhood, when did you have your first job?

What was the best job you ever had?

Why?

If someone tells you NO, what do you do?

There are all kinds of questions you can ask but remember your goal. What you are trying to determine is will this person get the job done...done right and will they add value to my team.

Step Six – Tell them.

- If the person is not going to fit in it's time to terminate the interview
- If they look like a good fit, tell them and move to the next step.

Example: “Mr. / Mrs. Candidate I think you are a good candidate for this job. How do you feel about it?”

Before I make you an offer I want to be sure you understand what is expected it terms of your performance and I don't want you to be the least be confused about what it takes to be successful in this job.”

Step seven – Review of your Will Do list of Expectations

- It is your job to be sure that everyone on the team knows what it takes to perform and be successful.
- If twenty five calls to Centers of Influence every week can result in one or two appointments or referrals then they must agree to do that...if they don't agree now, as a part of getting hired for this job, you will have a hard time getting them to do it later.

Example: “In order to make more money you have the opportunity to create sales by talking to people who you know. I expect you to make a minimum of twenty five calls each week to these Centers of Influence. If you do that you will be able to let them know you are in the business and begin to establish your creditability as a Real Estate resource. You may even find they are potential clients!

“Will you commit to making those calls”?

