

# Business Development Manager

This interview guide is intended to be used in conjunction with the Vervoe skills assessment. Where a candidate has scored Low - Medium on a skill, focus on asking more questions from that skill to gain deeper insight into their level of competency.

Assessment Score	<span style="background-color: #28a745; color: white; border-radius: 10px; padding: 2px 5px;">HIGH</span> <span style="background-color: #ffc107; color: white; border-radius: 10px; padding: 2px 5px;">MEDIUM</span> <span style="background-color: #dc3545; color: white; border-radius: 10px; padding: 2px 5px;">LOW</span>
Assessment Skills	Business Development Manager, Sales, Relationship Management, Resilience

Competency/Skill	Candidate with this will display
Business Development Manager	<ul style="list-style-type: none"> <li>• Go-getter who is not afraid of conducting cold sales calls</li> <li>• Enjoys the sales process and see challenges as opportunities</li> <li>• Strong business acumen and strategic</li> </ul>
Questions	
	Describe your approach to building a sales pipeline from scratch.
	What is the best part of being a Business Development Manager?
	If you were training a new sales consultant, what would be your one piece of advice?
Comments	

Competency/Skill	Candidate with this will display
Sales	<ul style="list-style-type: none"> <li>• Demonstrates resilience that enables them to keep persevering after setbacks</li> <li>• Strong negotiation skills</li> <li>• Pitches the product/service to prospects pain points to solve problems</li> <li>• Strategic in sales pipeline and contacting prospects</li> </ul>
Questions	
	Describe the hardest sale you have ever won. What did you do to win this?
	What motivates you in a sales environment?
	Describe your experience and performance with sales KPIs.
Comments	

Competency/Skill	Candidate with this will display
Relationship Management	<ul style="list-style-type: none"> <li>• Focuses on developing strong relationships with prospects and clients</li> <li>• Offers added value to prospects in the way of thought leadership or market insight</li> <li>• Takes time to understand customers' problems and how their product/solution helps.</li> </ul>
<b>Questions</b>	
	Describe your approach to developing relationships with prospects who aren't current buyers.
	How do you maintain relationships with customers once the sales process is over?
	Describe your most memorable client / customer. Why were they memorable?
<b>Comments</b>	

Competency/Skill	Candidate with this will display
Resilience	<ul style="list-style-type: none"> <li>• Maintains positivity and momentum when repeatedly rejected</li> <li>• Doesn't take rejection personally</li> <li>• Continues to work hard when knocked down</li> </ul>
<b>Questions</b>	
	What motivates you to continue in sales when you receive rejection from prospects?
	What mechanisms do you have in place to maintain positivity if you're repeatedly facing rejection?
	Describe a time where you have lost a sale. How did you bounce back?
<b>Comments</b>	