

BARRETT Sales Behavioural Interview Guide

The **BARRETT Sales Behavioural Interview Guide (BSBIG)** is a research validated, practical guide designed to assist Managers conduct effective behavioural-based interviews. Designed specifically for the recruitment of Sales Personnel, the BSBIG provides interviewers with a process and framework necessary to determine whether each interviewee has key competencies critical for success in sales roles.

Research is clear: "The best predictor of future behaviour is past behaviour".

The BSBIG contains:

- An implementation guide.
- A validated sales competency framework.
- Multiple questions for each competency contained in the framework.
- Marker behaviours for each competency contained in the framework (i.e. what to listen for during the interview).
- Interview template for conducting interviews, rating demonstrable competence and recording notes and comments.

Implementation Options:

- Provide stand alone off-the-shelf Template and Guide.
- Provide Template and Guide plus 1 - 2 hours one-on-one training on best use and implementation of the system.
- Provide Template plus conduct a two hour workshop with Manager(s) to configure and prioritise the competencies.
- Development of fully customised versions also available

Client Experience: New 'breed' of sales people brought into Specialist Division of major Australian Bank achieving a sales closing ratio of 4:3

