

Date: Jul 13, 2008



Name: Tom Tester  
ID: 295689



## Telemarketing Summary

### General Reasoning (Cognitive)

Slower Processing  
Accepts Simple & Repetitive Work



Faster Processing  
Needs Intellectual Challenge

- Tom learns new information very quickly which can create boredom in many traditional telemarketing roles
- Better suited for telemarketing situations that require a complex conversation/solution rather than those that require a simple approach
- Tom may be seen as arrogant by others unless they explain themselves and their thinking thoroughly
- Can easily become bored if the product or service does not require continual learning and complex problem solving

**Question:** Tell me about a time when you became frustrated because you had to deal with a prospect or customer who asked the same question again and again and didn't seem to understand the value of your product or service. How did you work it out?

### Conscientious (Organization)

Carefree  
Impulsive



Detail Oriented  
Dependable



- Tom is generally easygoing and carefree when it comes to handling details
- Tom's faster learning speed can allow for big picture thinking
- Once trained, Tom is generally comfortable handling interruptions and reacting to problems without a detailed plan to follow
- Important that the telemarketing process force Tom to capture critical details, so that they are not missed

**Question:** Tell me when you needed to finish a phone order quickly and you later had to go back and take care of some details with the order. How did you deal with that?

### Tough Minded

Cooperative  
Agreeable



Direct  
Determined



- Tom tends to be tough minded and comfortable with confrontation which can be very valuable in some telemarketing roles
- Tends to be comfortable asking the prospect to take action
- May be argumentative with others particularly when there is a difference of opinion which could be a problem in telemarketing situations where you want Tom to be agreeable and eager to cooperate with the prospect/customer
- Given their preference to be in control, Tom may not take direction well

**Question:** Give me an example of a time when your determination paid off. What was the situation?

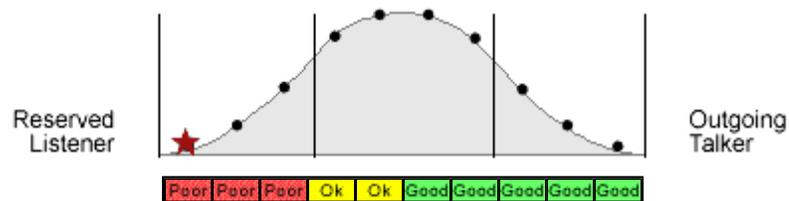
## Conventional (Rules)



- Prefers a telemarketing call process that is structured and predictable
- Tom tends to be consistent and tends to follow the telemarketing script closely
- Difficulty working in a telemarketing environment that is too "consultative" and un-predictable such as what might be found in a start-up company, new territory or new product
- May be better suited for a more tangible product or service versus an intangible service

**Question:** Describe a time when you had to handle a new type of situation on the phone, but you had not been trained on it yet. What did you do?

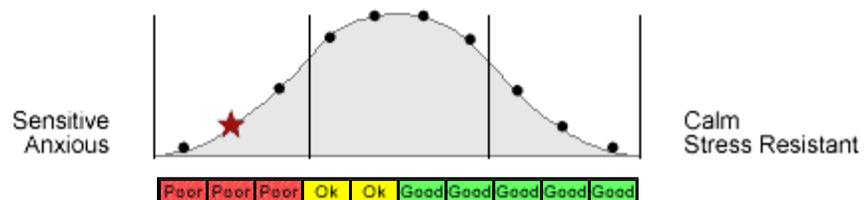
## Extroversion



- Tom tends to be reserved, quiet and shy with customers and prospects
- May not appear to be enthusiastic and cheerful
- Tom tends to listen well when others are talking which may make them better suited for highly technical or more somber types of products or services

**Question:** Tell me about a time when you were not able to develop a relationship with someone on the phone and it ultimately cost you their business.

## Stable

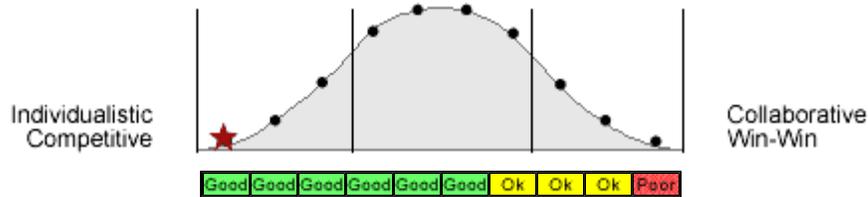


- Tom feels stress quicker than most which may make it difficult to deal with highly stressful telemarketing positions
- Will generally be sensitive to customer needs and may pick up on emotional buying signals

better than others

**Question:** Dealing with others on the phone all day can make a person impatient or irritable. When this happens to you, how do you deal with situations like that? How often can others hear that you're impatient or irritable? What do you do then?

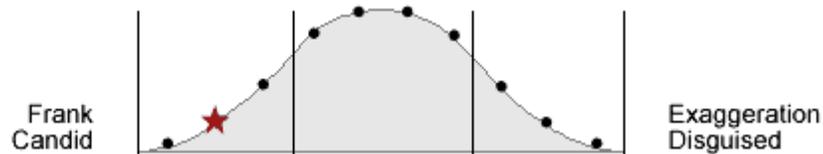
## Team



- Typically highly motivated by individual rewards and incentives
- Tom is typically self-motivated and very competitive
- May have difficulty working within a team particularly if the incentives are based on team objectives
- May not be collaborative with internal team or co-workers

**Question:** Tell me about a time when you were particularly motivated to do your job every day. How were your paid and what was it like?

## Good Impression (Social Desirability)



- Tom's responses have been frank and open

\*The participant has scored in the "red zone" in 2 areas.

Overall  
**68% \***

**Note:** This report represents only a small part of the factors that can be helpful in determining job performance. It is not designed to specifically recommend or not recommend any individual for employment and the ultimate employment decision rests with the Employer.

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## Telemarketing Interview Questions

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### General Reasoning (Cognitive)

**Question:** Give me an example of a job where you had to handle many simple or routine tasks during the day. What did you do?

**Question:** Tell me about a time when you became frustrated because you had to deal with a prospect or customer who asked the same question again and again and didn't seem to understand the value of your product or service. How did you work it out?

**Question:** Tell me about a time when you thought of a great new solution for your customer, but you were not able to deliver it because your company couldn't handle it. What happened?

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### Conscientious (Organization)

**Question:** Tell me about a time when you forgot to handle something you said you would for a prospect and it caused a problem. What happened?

**Question:** Give me an example of when your ability to react quickly to what's happening during a call has helped you to get a sale.

**Question:** Tell me when you needed to finish a phone order quickly and you later had to go back and take care of some details with the order. How did you deal with that?

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### Tough Minded

**Question:** Describe a time when you have talked someone into buying something even though it wasn't what they needed or wanted?

**Question:** Give me an example of a time when your determination paid off. What was the situation?

**Question:** Describe a time when you were asked to handle a sale a particular way and you disagreed with the approach. What happened?

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### Conventional (Rules)

**Question:** Tell me about a time when you felt your phone script and process was working great, and the company made a change in that process that you thought made it more difficult to do your job.

**Question:** Describe a time when you had to handle a new type of situation on the phone, but you had not been trained on it yet. What did you do?

**Question:** Tell me about a time when a potentially large customer asked for something that was not consistent with the company policy. What happened?

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### **Extroversion**

**Question:** Tell me about a time when you were not able to develop a relationship with someone on the phone and it ultimately cost you their business.

**Question:** Give me an example of how you have expressed a positive attitude with a person on the phone.

**Question:** Tell me about a time when you had to work for several hours a day in the office with others. How did it affect your productivity?

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### **Stable**

**Question:** Telemarketing can often be emotional draining. How do you handle these feelings. Are there times when you just feel that you need a break from it all?

**Question:** Dealing with others on the phone all day can make a person impatient or irritable. When this happens to you, how do you deal with situations like that? How often can others hear that you're impatient or irritable? What do you do then?

**Question:** All of us are moody to some extent. How often do you become moody? What do you do when you experience yourself as moody and has this ever detracted from your effectiveness?

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### **Team**

**Question:** Tell me about a time when you were particularly motivated to do your job every day. How were you paid and what was it like?

**Question:** Give me an example of a time when a coworker was out and you had to handle something for them but you did not get rewarded for your efforts. What was it like?

**Question:** Give me an example of when you were particularly successful in your job, but others on the team also got paid the same even though they were not as good as you. What did you do?

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