

<COMPANY NAME>

exec & sales interview questions



Thank you for participating and agreeing to share your professional experience with <company name>. These questions will help us to better understand the full picture of your business and identify opportunities.

Name:

Title:

1. How long have you worked for <company name>?

2. If you could describe <company name> in one word what would that be?

3. What services does <company name> provide to its customers?

Just state them as they come to mind.

4. What do you feel <company name> does best?

5. If you could pick one area that <company name> could improve to help you what would that be?

6. Are there any areas or services of <company name> you feel your customers do not understand?

7. In comparison to similar companies, what makes <company name> stand out?

8. In what areas do you think <company name> could improve?

9. How would you describe <company name>'s current marketing efforts?

10. (Exec Team only) What would you say are your organization's top marketing objectives?

11. On a scale of 1 to 5 (5 being excellent) please rate the following 7 areas I mention:

Reputation and Brand Awareness	_____
Sales Support	_____
Service Support	_____
Customer Education	_____
Quality of Service	_____
Innovation	_____
Overall Value	_____
Process of Services	_____

thanks again for your time!

Any other thoughts or ideas that you would like to share?