

# Multi Media Account Executive: Interview and Evaluation Form

Candidate: \_\_\_\_\_ Date: \_\_\_\_\_

## START HERE

### Managers must bring:

- ☐ Job Description
- ☐ GateHouse Media Sales Presentation

### Candidates must be asked to bring:

- ☐ Current resume
- ☐ Performance reports – revenue and skill reviews
- ☐ Recognitions and awards
- ☐ Current or most recent sales collateral and presentation materials
- ☐ Professional references from those they reported to directly

### Target skills:

- Media sales experience
- Tenure at previous employers
- High level of new account development and sales activity
- Consistent achievement of total revenue goals
- Strong renewal trends and client centric sales approach
- Experience with a systematic sales process and accountability
- Experience with higher average sales: selling packages and schedules
- Technology skills and fluency in digital/social/mobile media

**Commence Interview with a brief overview of GateHouse Media and your Publication with sales presentation.**

## MEDIA SALES EXPERIENCE AND TENURE AT PREVIOUS EMPLOYERS

Tell me about your current/past experience in Media Sales?

\_\_\_\_\_

What was your tenure in each position and what was your most notable achievement in each?

\_\_\_\_\_

What position was the best fit for you and why?

\_\_\_\_\_

What do you like least about your current/past job? What do you like most?

\_\_\_\_\_

Why did you leave your last position? Or why do you want to leave?

\_\_\_\_\_

What is most important to you in looking for the right career move?

\_\_\_\_\_

## NEW BUSINESS DEVELOPMENT

How do you currently target new accounts? What criteria makes for a good prospect?

\_\_\_\_\_

What percentage of your accounts were generated as:

New business? \_\_\_\_\_ Inherited/inbound? \_\_\_\_\_

Renewals? \_\_\_\_\_ From Ad Agencies? \_\_\_\_\_

How many new business presentations do you average per week?

\_\_\_\_\_

Where is this number in relation to what you were tasked to do?

\_\_\_\_\_

Which Advertising Agencies have you worked with? What accounts and billing does that represent?

\_\_\_\_\_

## QUESTIONS?

Contact Rebecca Capparelli, Director of Training and Sales Development,  
rcapparelli@gatehousemedia.com or 585.598.0045



## SALES & MARKETING DIVISION

### CONSISTENT ACHIEVEMENT OF TOTAL REVENUE GOALS

How was your revenue goals structured? Did you feel they were attainable, why?

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Review revenue reports and notes on levels achieved:

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Tell me about your recognition of sales accomplishments from prior positions?

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What challenges did you face to meet revenue goals and how did you handle them?

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### EXPERIENCE WITH A SYSTEMATIC SALES PROCESS AND ACCOUNTABILITY

Which position had the best training and why? How was it conducted?

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What do you think are the top two or three most important sales skills one should possess? Why?

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What areas of the sales process would you like more training on to help you increase overall results? Where do you face challenges?

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What has been your closing ratio on new business? What things do you do or say to close the sale?

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Describe past roadblocks and or objections you encountered as a seller and how you worked through them?

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How are you currently managed? How often do you meet with your direct manager?

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What is your present/last boss like? What are their worst and best qualities?

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Who was your best boss and why?

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As a sales representative, what support, either administrative, or from management have you received? And what support would you need in your next sales position to be effective/ successful?

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### EXPERIENCE WITH HIGHER AVERAGE SALES: SELLING PACKAGES AND SCHEDULES

What type of sales process is the most rewarding to you? A long cycle for a bigger orders or a series of smaller, more frequent sales?

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What was your average sales value?

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## SALES & MARKETING DIVISION

### EXPERIENCE WITH HIGHER AVERAGE SALES (CONTINUED)

What type of product packaging/bundling have you sold?

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What were some of your largest accounts (account and \$) and how did you secure them?

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### STRONG RENEWAL TRENDS AND CLIENT CENTRIC SALES APPROACH

Out of the Media you have sold, which do you think worked best for your clients and why?

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When a client chooses not to renew...what is the main obstacle you face?

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What is the biggest improvement your current/most recent company or you could make to improve customer satisfaction?

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Tell me about a time you had to solve a difficult problem for a customer? What was the problem? How did you approach it? What was the outcome?

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### TECHNOLOGY SKILLS AND FLUENCY IN DIGITAL/SOCIAL/MOBILE MEDIA

How well do you work with each of the below (on a scale of 1-5, with 5 being very skilled):

Microsoft Word \_\_\_\_\_  
Excel \_\_\_\_\_  
PowerPoint \_\_\_\_\_  
Customizing presentations  
and proposals \_\_\_\_\_

Participate in Media/  
Advertising Groups/  
Read trade publications  
\_\_\_\_\_  
Ad Mall or other online pros-  
pecting and sales tools  
\_\_\_\_\_

Do you use Facebook? \_\_\_\_ Twitter? \_\_\_\_\_ LinkedIn? \_\_\_\_\_  
How do you use your mobile? \_\_\_\_\_  
Apps? \_\_\_\_\_ Emails? \_\_\_\_\_  
Searching the web? \_\_\_\_\_  
Are there any technical aptitudes that you are not well-versed on?  
\_\_\_\_\_

### COMPENSATION

Salary Expectations: What were your base and commission earnings for your last 2 positions?

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Describe the best sales incentive plan you have worked under?

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### SALES PRESENTATION SKILLS (Have rep share and present with current sales collateral.)

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## SALES & MARKETING DIVISION

### REVIEW OF CANDIDATE

Collection of professional references from direct managers: ☐ Yes ☐ No

On a scale of 1 to 5, with 5 being exceptional, how would you rate this candidate in each of the hiring criteria?

Media sales experience \_\_\_\_\_

Tenure at previous employers \_\_\_\_\_

High level of new account  
development and sales activity \_\_\_\_\_

Consistent achievement  
of total revenue goals \_\_\_\_\_

Experience with a systematic  
sales process and accountability \_\_\_\_\_

Experience with higher average  
sales: selling packages and schedules \_\_\_\_\_

Strong renewal trends and  
client centric sales approach \_\_\_\_\_

Technology skills and fluency in  
digital/social/mobile media \_\_\_\_\_

### OVERALL IMPRESSION AND RECOMMENDATIONS:

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## DAILY DEAL CHAMPION INTERVIEW GUIDE

Describe what you think makes a great deal. A bad deal.

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Have you used a deals site in the last three months to buy something?

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If so, what was one thing about the site or experience of using a deal that you liked? Disliked?

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What are three reasons a merchant would want to use deals as a marketing tool?

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Where would you look first for a new deals prospect?

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What types of businesses do you think are best for deals?

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How would you distinguish us in the eyes of the merchant from a national deal site? A local deal site?

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What are three local businesses that would be good for running a deal with us?

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