



Competency Based Interviews

Once you have secured an interview, there are a number of steps you can take to ensure, as far as possible, that the interview is a success.

When answering competency (skill) based questions you need to set the scene and be specific using the STAR technique:

S - Situation

T - Task

A - Action

R - Result

The main competencies that interviewers will look for are:

- Teamwork
- Sales Ability
- Planning & Organisational skills
- Customer Focus
- Initiative
- Motivation/Drive for results

The answers must be in-depth and must demonstrate the skill being tested.

Here are some sample competency based questions...

Teamwork

1. Tell me about one of the toughest groups you've had to work with. What made it difficult? What did you do?
2. What have you done to build effective working relationships with your colleagues and customers? How do you know what you've done has been effective?
3. Can you give me an example of a team decision you were involved in recently? What did you do to help the team reach the decision?
4. Tell me about the best team you've worked with? What made it good? How did you contribute to the success of that team?
5. Give me an example of when you've experienced conflict within a team? What did you do?

Sales Ability

1. Describe a situation where you uncovered hidden customer needs to identify new sales opportunities?
2. What kind of sales situations give you the most trouble?
3. Tell me about a situation where you had to build a relationship with a new customer?
 - Why was the relationship important?
 - How did you develop the relationship?
 - What feedback did you receive from the customer?
4. Give me an example of where you have had to handle a difficult customer?
 - What was the background to the situation?
 - What did you do?
 - How did they react to you?
5. Tell me a situation in which you were able to turn around a negative customer?



- What was the issue?
- How did you accomplish the turnaround?
- 6. Give me an example of where you negotiated a successful sales outcome?
 - What did you negotiate?
 - How did you win the person round?
 - How did you know that they were really convinced?
- 7. Tell me about your most difficult selling experience?
 - What made it so difficult?
 - How did you approach it?
 - What was the outcome?
 - Would you do anything differently?

Planning & Organising

1. Give me an example of when you had to work to an important deadline? How did you ensure your deadline was met?
2. Tell me about a time when you missed a deadline? What actions have you taken since?
3. Describe a major project you have managed?
 - What process did you follow?
 - What problems did you face?
 - Why did these problems occur?
4. What techniques do you use to manage your time and plan?
5. Tell me about a time when you were faced with conflicting priorities?
6. Can you describe a situation when you had to change your plans at short notice? What approach did you take?

Customer Focus

1. Give me an example of a time when you had to deal with a particularly angry or demanding customer?
 - Why were they angry?
 - Describe what steps you took to calm them down?
 - What would you do differently in the future?
2. Give me an example of when you have gone the extra mile for a customer?
3. How do you keep updated with your knowledge of your therapeutic area and working environment?

Initiative

1. Give me an example of when you showed initiative?
2. Tell me about a time when you suggested a change or an alternative approach to work?
3. What do you do differently to your other colleagues who have similar roles?

Motivation/Drive for Results

1. Describe a situation when you had to work under pressure?
2. Give me an example of where you have set yourself an ambitious target?
3. Tell me about a time when you had to cope with a particularly demanding task?
4. Give me an example of a time when you were especially motivated?
5. Give me an example of when a mistake you made provided you with a learning experience?
6. Tell me about the most recent significant improvement you made to the way you work?