



Interview Guideline

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POSITION: Relationship Manager

INTERVIEWEE:

DEPARTMENT: Market Research

INTERVIEWED:

CREATION DATE: 2016-07-20

INTERVIEWER: Earlene

INTERVIEW GUIDE OVERVIEW (DO NOT READ OUT LOUD TO CANDIDATE)

The purpose of this interview guide is to help you evaluate candidates. The questions shown here are drawn from a behavioral analysis of this position, conducted by you or a previous manager. Guidelines are suggested for evaluating the strength of candidates' answers.

We recommend you ask the questions *exactly as they are worded*. This is particularly important if multiple interviewers are interviewing 1 or more candidates (which we also recommend).

Please take notes in the space provided. *Write down what the candidate SAYS, rather than your impressions*. That will help you share the behavioral reasons for your conclusions and decision.

Remember to be as pleasant and friendly as you can be. You can deliver a demanding interview while also being polite and kind.

INTRODUCTORY STATEMENT

(PLEASE READ THIS OUT LOUD)

Thank you for interviewing with me today. Here at MediMedia Managed Markets we use a behavioral interviewing style. I'll be asking a series of questions about experiences you've had and how you handled them. I've got a series of between 10 and 15 questions, and this might take us an hour, perhaps a little more time. Don't be surprised if others here ask you the same questions in other interviews - that's normal. We want to be sure that every person we hire has the same qualities that have made us so successful.

There will be times when I will ask you for more information, and don't worry, that's normal. I will be taking notes - please don't let it distract you. The way we'll do it is, first, I'll ask you some questions, and then I'll answer any questions you might have of me. When you're done with your questions, we'll finish up. I'm excited you're here - let's get started.



Question 1

Tell me about a time where your communication with others - type, frequency, with whom, about what - helped you build rapport or create better relationships and outcomes?

What behaviors to look for: How did they learn about the other person? Were their exchanges based on respect, or simply getting an outcome? Did they continue the effort? Did they only do so to get a result, or do they show a pattern of always working at relationships?

WEAK

Only interested in other person for potential outcome
Does not consistently build relationships
Only calls when they want something
Cannot demonstrate clear business benefit

STRONG

Creates strategy for building relationships
Articulates benefit of wide ranging relationships
Gives before getting
Maintains relationships without near term business gain

NOTES:



Question 2

Tell me about an effective relationship you have created and kept over a long period. How did you achieve that?

What behaviors to look for: What do they describe as "long"? What actions did they take to keep the relationship active? Was there reciprocity - a willingness to share as well as benefit? What different forms of communication do they use? How do they communicate in ways that are helpful to the other person?

WEAK

Long is less than 1-2 years
Relies on other person to make contact
Does not offer to give before getting
Communicates in a limited way
Has only internal relationships

STRONG

Has a strategy for maintaining relationship
Gives without prospect of getting
Communicates in multiple ways
Has relationships in different companies/industries
Demonstrates different communication styles

NOTES:



Question 3

Tell me about a time when open and frequent communication built trust between you and another.

What behaviors to look for: Did they initiate communication or just respond? What did they do to make sure there was frequent communication, even when there wasn't necessarily a business need? Did the communications take multiple forms, or just one? Did they address tougher subjects when necessary?

WEAK

Relies on other person to make contact
 Uses role power before relationship influence
 Does not offer to give before getting
 Communicates in a limited way
 Communicates only about business matters

STRONG

Has a strategy for maintaining relationship
 Gives without prospect of getting
 Communicates in multiple ways
 Builds trust by sharing personal information
 Communicates to maintain relationships for future work

NOTES:



Question 4

Tell me about a time when you continued a customer relationship after a difficult situation. How did you ensure the relationship remained strong?

What behaviors to look for: Did they start with a strong relationship? How did the relationship help in the resolution? What did they do or say to take responsibility? Were threats or brinkmanship used tactically? What methods of apologies were offered? Was the relationship stronger afterwards, or just "saved?"

WEAK

Not able to describe relationship well
 Did not apologize
 Blamed others
 Does not describe efforts to build relationship

STRONG

Describes strength of relationship well
 Took responsibility for situation
 Apologized
 Continued to communicate & build relationship during & after

NOTES:



Question 5

Tell me about a time when there have been multiple sides in a conflict and you have been able to see different points of view and communicate effectively between the parties.

What behaviors to look for: Did they work hard to make sure they understood the factors in the points of view? Did they communicate throughout the exercise? Did they present both sides effectively to the other side? What did they do differently with each side to be more effective?

WEAK

Didn't recognize sides of conflict
 Couldn't understand/articulate both sides well
 Didn't communicate clearly
 Worsened conflict through poor communication

STRONG

Willing to ask questions repeatedly
 Showed respect at all times for both sides
 Saw and stated opposing sides to the others satisfaction
 Communicated effectively with all individuals

NOTES:



Question 6

Describe a situation when you resolved a conflict allowing everyone involved to win.

What behaviors to look for: Did they simply take one side and try to convince the other to agree? Did they build or rely on relationships to be more effective? How did they communicate during the conflict? How do they know the resolution was satisfactory to all?

WEAK

Did not clearly understand conflict
 Did not ask questions
 Outcome was positive by coincidence
 Did not tailor communication

STRONG

Took time to understand conflict
 Proposed innovative solution
 Sold benefit to parties
 Positive outcome

NOTES:



Question 7

Describe a situation when it's been necessary for you to create and maintain data accurately. What did you do to ensure the data began and remained accurate?

What behaviors to look for: Did they build a process to make sure errors were reduced? Or did they just "try to be careful." What steps did they take when changes were made or possible errors were identified?

WEAK

No process
Efforts were ad-hoc
Errors were systemic
Corrections were implemented case-by-case
Denied responsibility for errors

STRONG

Built a clear process
Implemented process deliberately
Errors self-identified, corrected and communicated openly
Validated data and work with external sources
Verbally owned process and outcomes.

NOTES:



Question 8

Describe a situation when you noticed a particularly important detail and had to alert others to its importance.

What behaviors to look for: Did they react professionally? Did they over-react? What form did the communication take? Whom did they notify, and why those recipients? How did they discover the detail? Did they follow through?

WEAK

Focused on wrong details
Failed to communicate in a timely way
Notified wrong people
Message not received well or correctly

STRONG

Saw the right details clearly
Communicated in a way that highlighted the issue
Communicated with recipient in mind
Escalated communication appropriately if necessary

NOTES:



Question 9

Tell me about a strategy you created which involved input from others. Who were they, and how did you manage their input?

What behaviors to look for: How did they collaborate? Were they open to others' ideas? Did they present their ideas effectively? Did they include others' ideas in the final solution? Was the strategy communicated collaboratively?

WEAK

Collaborated with no one/very few others
 Did not change idea, or only in a limited way after input
 Is not convincing when describing value of collaboration
 Unable to describe strategy effectively

STRONG

Clearly describes original and changed strategy
 Describes effect of input on strategy
 Describes benefit of collaboration
 Acknowledged others' contributions in communications

NOTES:



Question 10

Tell me about a vision you created and how you shared it with your team/business.

What behaviors to look for: What drove the vision? How did they work to create it? How did they present it - as revolutionary, or necessary, or both? Did they inspire others to follow, or simply expect them to by assigning work?

WEAK

Unable to clearly describe the vision
 Unable to demonstrate the relevance to the team
 Used role power rather than persuasion to implement
 Did not achieve required outcome

STRONG

Is inspiring and animated when describing vision
 Planned communication and tailored to individuals
 Did not use role power to implement
 Achieved required outcome

NOTES:



Custom Question 1:

Tell me about a time when you needed to persuade a group of people to share information on an uninteresting topic. What was your approach or tactics? How did they respond?

NOTES:

Sample



Custom Question 2:

Tell me about a time when you needed to build a network of people or a target audience for a specific purpose. How did you identify and connect with potential members? What was your strategy to interest them and build rapport/relationship.

NOTES:

Sample



Custom Question 3:

Tell me about your experience in managed care/market research.

NOTES:

Sample