























## Selling-Related Knowledge

**Question:**

Tell me about a time when you needed to learn about a specific sales technique or process.

How have you used that sales technique or process?  
How can that technique or process work in our industry or with our product?

**High**

- Demonstrates high degree of interest in sales techniques or processes and is willing to share this knowledge with other
- Knows how different techniques can be applied in the relevant context
- Shows high degree of experience implementing sales techniques or processes

3

**Moderate**

- Demonstrates interest for learning about sales techniques or processes
- Generally understands how a sales technique or process can be applied in context
- Shows experience implementing sales techniques or processes

2

**Low**

- Demonstrates little interest in learning about sales techniques or processes
- Has trouble demonstrating how a technique or process can be applied
- Shows little experience implementing sales techniques or processes

1

NOTES:

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