

Questionnaire for Radio Sales Applicants

This pre-employment survey is a tool designed to help promote mutual understanding and honest discussion of employment issues. It is designed to find out as much as possible about you in a short period of time. It takes most people about an hour to complete, but there is no time limit.

It is important to complete this form in one sitting, free from distractions. You are not required to answer any question you feel is too personal. Please be as accurate as you can in completing this survey. In many cases, there are no right or wrong answers.

Why have you chosen radio sales as a potential career opportunity?

Why would you like to hold a position with our company?

How would you plan to spend your time in this position?

How much money do you expect to be earning one year from now?

What were your extracurricular activities in school?

Clubs or organizations in which you are a member (do not include ethnic or religious):

What is your favorite leisure time activity?

What do successful people have in common?

What do you think are your professional strengths?

In what areas would you like to improve?

What is the most appealing aspect of selling?

What is the least appealing aspect of selling?

How do you feel about people who procrastinate?

Do you procrastinate?

Who do you look up to? Why?

How do you feel about taking work home?

How do you feel about spending time at night or on the weekend to further your career, either by reading sales books or watching sales training videos?

How would you deal with a client who didn't pay his bill?

What would you do if you didn't sell anything for a whole week?

What is your favorite TV show? Why?

What is your favorite radio station? Why?

What magazines do you read regularly?

In what way are you different from most people?

What do you think are your professional strengths?

In what areas do you lack confidence?

If you were an animal, which animal would you be? Why?

If you could invite three people to dinner (living or dead), who would they be? Why?

How would your co-workers at your previous place of employment describe you?

How do most people describe you?

How would someone who dislikes you describe you?

Using the scale below, indicate how you feel past employers or other references would describe you on each of the following topics:

5 = One of your primary strengths

4 = A minor strength

3 = Not a strength or a weakness (neutral)

2 = A minor weakness

1 = A serious weakness

___ Punctuality in getting to work and keeping appointments

___ Reliability in completing assignments

___ Accuracy and completeness in paperwork

___ Following instructions from management

___ Handling details with absolute precision

___ Follow-through in completing routine tasks

___ Maintaining a positive attitude

___ Doing more than your share of work

___ Staying organized

___ Putting in extra hours when needed

___ Using persuasive skills to influence other people

___ Building close working relationships

___ Skill in handling people problems

If a client tells you to check back with them in six months, when would you go back?

- Next week
- Next month
- Three months
- Six months, as they requested

If a client tells you they have spent their entire budget, what would you say?

- I understand completely. Would you like me to come back next year?
- I don't understand. Why did you not include my station in your budget?
- I understand, but you can give me the budget you had for XYZ radio station.
- Budgets are just guidelines. Would you have more budget if you knew it would produce results?

If a client told you he could buy another station at a cheaper rate, how would you respond?

- OK, let me ask my boss if we can cut our rates.
- You get what you pay for.
- I can also buy a cheaper bedroom suit than you offer, but it wouldn't be the same quality.
- Sure you can. They don't have many listeners.

If you were competing to win a sales contest, which would motivate you to try to win?

- \$100 cash.
- A Friday off from work.
- A meal for two at a nice restaurant.
- A plaque recognizing you as top seller.
- Other – specify: _____

Is there anything you should tell me about yourself that if I find out a year from now you will be uncomfortable talking about?