

## Brainbench Customer Needs Qualification

### Introduction

This Executive Interview Guide is used by Brainbench sales professionals as a sales tool for guiding the qualification process with potential Brainbench customers. Visit Brainbench's online Partner Support Center at [www.brainbench.com/partner](http://www.brainbench.com/partner) so get the sales support you need.



### Pre call checklist:

- Prospect profile
- Background customer information
- Lead Source
- [Brainbench Catalog](#)
- Review Brainbench [Partner Support Center](#) for current news, sales promotions and sales support.

### Describe business drivers behind the employment testing initiative?

- High turnover in any one department, such as call centers, or IT departments.
- Volume of people in the same role, such as retail, technology, sales, call center.
- Any role with measured performance, i.e. sales, call centers, management.
- Any department without any automation in the hiring/selection process.
- Any company already using some form of employment assessment.
- Department that needs to demonstrate a return on training investments.
- Any role in which knowledge and skill requirements change frequently, i.e. IT.
- Departments with organizational transition or acquisition.
- Other:

### Notes:

**Identify job-types that are impacted:**

- |   |   |
|---|---|
| <input type="checkbox"/> Executive Management | <input type="checkbox"/> IT                       |
| <input type="checkbox"/> Management           | <input type="checkbox"/> Manufacturing            |
| <input type="checkbox"/> Sales                | <input type="checkbox"/> Research and Development |
| <input type="checkbox"/> Marketing            | <input type="checkbox"/> Contact Center           |
| <input type="checkbox"/> Finance              | <input type="checkbox"/> Other: _____             |

**Describe the employee selection (training) process in use today:**

**Describe the metrics used to measure organizational performance.**

- |   |   |
|---|---|
| <input type="checkbox"/> Revenue per employee                         | <input type="checkbox"/> Number of incidents closed                   |
| <input type="checkbox"/> Profit per employee                          | <input type="checkbox"/> Number of open incidents                     |
| <input type="checkbox"/> Number of employees                          | <input type="checkbox"/> Service availability percentage              |
| <input type="checkbox"/> Days sales outstanding                       | <input type="checkbox"/> Number of lines of code per day              |
| <input type="checkbox"/> Earnings per share                           | <input type="checkbox"/> Number of errors per 1,000,000 lines of code |
| <input type="checkbox"/> Sales quota                                  | <input type="checkbox"/> On time project delivery                     |
| <input type="checkbox"/> Internal customer satisfaction rating        | <input type="checkbox"/> On budget project delivery                   |
| <input type="checkbox"/> External customer satisfaction rating        | <input type="checkbox"/> Skills improvement percentage                |
| <input type="checkbox"/> Service level agreements with business units | <input type="checkbox"/> Other: _____                                 |
| <input type="checkbox"/> Number of projects completed                 |   |

**Notes:**