

Role Play

Candidate Brief

You have been working as a Recruitment Consultant for Finding People Pharma Recruitment for one month and are really enjoying the job. The training has been fantastic and you feel that you are starting to understand the role. Yesterday, for example, you attended an interesting session on Equality. You are really pleased to see that Finding People have an ethical approach to business.

Today you have been asked to make a client call regarding an excellent candidate that your boss Julian has interviewed.

Julian has asked you to call Sam Smith who is the National Sales Manager at Placebo Pharmaceuticals. The candidate Gordon Alexander, has all the skills that Placebo Pharmaceuticals are looking for. Julian's feedback on Gordon was that he was one of the best candidates that he had met in a long while. He was very well presented, made a credible impact at their meeting and had excellent sales experience. His CV is attached.

Your task is to call Sam (Tel XXXXXXXXX) and achieve the following objectives:

- Introduce yourself and position the conversation
- Build a rapport with Sam – they are one of Finding People's largest clients
- Generate interest with Sam in Gordon
- Persuade Sam to interview Gordon as soon as possible – next week would be good

You have an interview with another candidate shortly and so it is important that you achieve your objective within a ten minute time frame.

Competencies being assessed:

Tenacity
Ethical approach
Rapport Builder

Role Play

Curriculum Vitae

Name	Gordon Alexander
Date of Birth	09/01/1953
Marital Status	Married
Additional Information	Holds a full UK driving licence – clean no points

Qualifications

- **July–August 1974 Regent College Language School, Edinburgh**
- Trinity CertTESOL - Certificate in Teaching English to Speakers of Other Languages
- **1971–1974 Leeds University**
Ecology 2:1 (BSc Hons)
- **1969–1971 The Edinburgh Academy**
- 3 A-Levels
- 4 SCE Highers 9 GCSEs

Employment History

April 1999 to Present
Company – SmithKline Glaxo Limited
Position – Field Sales Executive

Duties

- Effective territory and prospect management in line with wider sales team business objectives
- Generate new business sales through product demonstrations and business meetings
- Building a clear understanding of client requirements through detailed questioning, in-depth product knowledge and complex selling, contract negotiation and closing skills
- Regular and accurate reporting and forecasting in relation to individual business pipeline
- Managing client expectations and handover process to client services team post sale

September 1989 to April 1999
Company – Pfizer Limited
Position - Sales Executive

Duties

- Recruited initially to Graduate Recruitment Programme. Undertook training programme and offered a sales representative position.
- Effective territory and prospect management in line with wider sales team business objectives
- 1980, 1981 and 1983 awarded Salesman of the Year

September 1976 to April 1989
Position – Various sales roles within brewery industry

August 1974 to July 1976
English Teacher, Escuela Gandhi, Ecuador

Duties

- Managing existing and develop new language curriculum for students aged 3–13 years
- Lesson preparation and examination setting for each class grade
- Classroom management of up to 25 pupils
- Assisting teaching colleagues during other school activities such as excursions

Interests and Activities

Mountain biking, Hill walking and mountaineering, Rock climbing, Cookery

Sample

Role Play

Assessor Brief

The candidate should have the following equipment:

Paper
Pen
Candidate Brief (to include Curriculum Vitae)

Read the candidate brief aloud.

Ask the candidate if they have any questions before they begin. Answer these where appropriate. Advise the candidate that they should call the number when they are ready and that Sam will answer.

Your attitude:

- Answer the phone as Sam Smith, National Sales Manager, Placebo Pharmaceuticals
- If you feel that the candidate hasn't introduced or positioned themselves sufficiently - act vague or uninterested
- Make it clear you only have 10 minutes to talk as you have an important appointment with a customer
- You already have four interviews set up next week for this role and so are not interested in undertaking another interview - ask the candidate why you should take the time to see this person.
- At the appropriate points say "Sounds like he's been around for a while – how old is he?" Explain that in your experience you have found that older candidates can be stuck in their ways and difficult to train – why should you interview someone who may be a problem?
- Do not be deliberately difficult. If the candidate makes a convincing case, agree to an interview with Gordon Alexander next week.

**Role Play
Rating Sheet**

Candidates Name:
Date:
Assessors:

Tenacity

Positive indicators: Demonstrates determination to ensure candidates is seen; Overcomes objection to candidate's age; shows energy and determination to get objectives achieved.

Rating

Ethical approach

Positive indicators: Makes a case to interview candidates based on criteria for the job; does not agree or collude with the client when age is discussed.

Rating

Rapport builder:

Positive indicators: introduces self and positions what they do and how they fit in at Finding People; uses humour where appropriate; shows that they have considered the situation from the client's point of view.

Rating