

INTERVIEW FORM

Business..... Judge.....

Award entered.....

Date/time of visit.....

Score.....

INTRODUCING THE INTERVIEW

- Welcome the applicant
- Explain your role
- Briefly explain the purpose of the interview
Duration
Format
- Explain that you will be taking notes

CONCLUDING THE INTERVIEW

- Explain that you have finished your questions
- Invite questions from the applicant
- Thank the applicant for their time and effort
- Explain the next step(s) in the process – remind date of awards 21st June at City Hall Salisbury
- Explain how they will hear the outcome
- Explain how the applicant can obtain feedback (as appropriate)

Scoring System			
3 Perfectly meets the criteria (comprehensive & correct answer)	2 Generally meets the criteria (broadly acceptable answer)	1 Poorly meets the criteria (answer contains some correct information/some errors/omissions)	0 Failed to meet the criteria (wrong/inappropriate answer)

	QUESTION	SUITABLE CORRECT ANSWER	COMMENTS/NOTES	SCORE
	Rapport building			Non scoring
1	What previous experience/skills do you have that you feel are relevant to your businesses, who are the key players in the business?	<i>Evidence of expertise/experience/ Training/skills</i> <i>Management team, board, advisors, staff, professional development, management experience, life experience</i>		
2	What is the 'need' that your business exists to satisfy? How will your business satisfy the 'need'	<i>Every business exists because of some noticeable opportunity that you have discovered within the market. So they must clearly define the need and/or problem they are solving with this business.</i> <i>Introduce and describe the business itself. Consider including a mission or vision statement with objectives detailing how the business satisfies the need in the market.</i>		
3	How does your company differentiate itself?	<i>Describe their business model and competitive advantage. This will help them to outline how the business will sustain its position within today's current market. And how different is the service from other companies</i>		
4	What will be your most effective marketing and promotional strategies? How much can you/do you spend on marketing? Is it beneficial?	<i>Develop and implement a strategy on how best to reach your target audience (e.g. radio, newspaper, social media, etc). And this in large part will be influenced by where your target client consumes information.</i>		

<p>5</p>	<p>What are the economics (finances) of your business?</p> <p>What are your profit margins since you started your business?</p> <p>Gross profit margin = (revenue - cost of goods) / revenue</p> <p>Net profit margin = (revenue - cost of goods - operating expenses - other expenses - interest - taxes) / revenue</p> <p>If you had a short falls within your finances how would you manage that?</p>	<p>Define their revenue streams including pricing structure, costs, margins and expenses.</p> <p>Identify needed capital requirements by determining where their business stands today, and what is needed in order to move forward. Also, if they are in need of outside funding, what will be the sources and uses of funds requested.</p> <p>Saving, supportive bank manager, investors</p>		
<p>6</p>	<p>Never underestimate the importance of your business plan It is the backbone of your company, a foundational pillar from which your enterprise will be built. It's going to serve as the first impression for your company ethos and it's going to serve as a roadmap for your whole business at least for the first several years</p>	<p><i>Evidence the important factors in their Business Plan how does their BP shape their thinking/actions/behaviors</i></p> <p><i>How do they cascade their BP proposals to their staff team, how do they evaluate their BP outcomes</i></p> <p><i>Professional support, research local need, questionnaires</i></p>		
<p>7</p>	<p>Staff are an essential part of anyone's business, how do your value staff? How important is professional development of your staff? How do you ensure that your staff are happy?</p>	<p>Praise staff, incentives (wages), rewards for good service (staff member of the month/year?) a good training programme which is supported by the company and the employee, regular supervisions, and annual appraisals</p>		
<p>8</p>	<p>How do you assess good customer service?</p>	<p><i>Questionnaires, feedback, reviews</i></p> <p><i>Invite in for meeting, investigate</i></p>		

	If there was an issue with poor customer service how would you deal with it?	<i>problem, give timelines of grievance procedure, evidence outcome</i> Quantitative research is the examination, analysis and interpretation of observations for the purpose of discovering underlying meanings and patterns of relationships		
9	Where do you see your company being in 3 years... 5 years... 10 years...	<i>A stronger business plan, development of business, staffing, natural growth, increased profits, franchise into other cities</i>		
10	How important is the local community to you and your business? How have you made connections to the community and how do you maintain them?	<i>Awareness of local events, support local charities, networking with local independent businesses, local business support groups (e.g chamber of commerce)</i>		
Invite questions from applicant ...				
	TOTAL SCORE			