



## Mock Sales Interview

We will run through the scenario twice, while providing feedback to be applied after the first attempt.

- You will be opening up the sales cycle for the Machinio System software and website package to an equipment dealer (played by the interviewer).
- You are talking with John Smith, owner of a 3-person company that sells used machine tools. This dealer has heard of Machinio.com and is aware of our advertising product, but not Machinio System. Five of his competitors are already clients of Machinio System.

Pricing will not come up on this call, you are in the first stages of the sales cycle looking to learn more about their business challenges, priorities, and current processes with the goal of getting the seller to a demo on the next call to learn more.

We are looking to see what questions you ask, how you get into the topic of the call, extract pain points and most importantly, how you apply the feedback after it is provided between the first and second attempts. Being coachable and showing us how quickly you can improve from the first attempt (where we know you will have very little context and prior knowledge of our product) to the second attempt once we have provided opportunities for improvement, is what we are focused on.

If you do not have experience in sales or as an SDR yet, that will not matter as we will be providing training and teaching anyone that joins our organization the best process for opening and eventually closing.

## Scenario 1 - Opening

- You're calling John Smith on the phone because his site is outdated and he fits the buyer persona for a good Machinio System customer.
- The objective is to learn more about John's business and challenges, and schedule an online demo with him to show him how Machinio System can solve his issues.
- The challenge is that, when you call, he immediately shuts you down because he "already has a website" and he's "not interested, thanks".

We are looking to see how dynamic you are in turning this scenario around and how you respond to these dealer's objections, **learn more about his business**, and hopefully end up scheduling a demo with him.



# Machinio Core Values

## Hard Work

Doesn't always guarantee success, but successful people always work hard.

## Own the Result

We take ownership and hold ourselves accountable for our choices and results.

## Never Make the Same Mistake Twice

## No Assholes

We're a team, we show up for each other, act with empathy and bring our authentic selves to work every day, no BS.

## Embrace Change

Change is the only constant. If we are not continuously changing, evolving, and improving, we're falling behind. Move fast and break things!

## Transparency

Share more, learn more. We communicate internally and externally with unwavering candor, honesty and respect.