Sales Engineering Panel Assignment + Preparation Overview

Welcome to our live assessment interview for the Sales Engineering position. The goal of this process is to simulate real-life situations that you may encounter in this role, and to observe how you approach and solve problems. We're interested in seeing how you process data, your familiarity with SQL Excel/Sheets, and your ability to think critically and creatively.

There are two parts to this assessment: we will run through Part 1 live during our panel interview by giving you 30 mins to prepare by yourself, and 15 mins to present your findings. Part 2 we ask that you bring together some insights that you can walk the team through in advance. For this assessment, we're not necessarily looking for a perfect outcome, but rather for how you approach and tackle the challenges at hand.

Part 1: Products & Services Proposal:

The Enterprise Sales team has secured a meeting with the C-level executive team at a large prospect organization. The goal of the presentation should be to provide them with tailored and ample information

about opportunities to improve their business & convince them that Zebra is the best partner for the job. As the sales representative on this account, it will be your job to run the presentation and answer customer questions about its content.

Based on the attached data, build a presentation and proposal that showcases opportunities within the customer's business, define KPIs and growth/improvement targets, and provide high-level strategies that Zebra will employ to assist the customer in improving their delivery business.

This presentation should contain, but is not limited to the following:

- Partnership Objective(s)
- Key Findings & Visualizations
- Customer Targets & Timelines
- ROI Statement & Pricing Proposal

This portion of the presentation should be run as a mock sales pitch.

Part 2: Data Analysis

You will be using a data set in Sheets to tell a story about the data we provide. If you are more comfortable with Excel please download the google sheet to your local drive.

Data exists at the heart of operations at CSS and informs decision-making across our organization. We'd like to get a sense of your ability to interpret and understand data. This [dataset](#) is for our customer "Taco CSS" which has a number of locations across the US.

Case Study

Here are some directional questions but do not limit yourself to just these!

1. What are the top 3 insights of the dataset
2. How is this customer doing week over week? (order volume, revenue, etc.)
3. Which location has the best performance
4. What are the issues that this customer is facing
5. From the data you see, what are some suggestions you can provide to the ops team to help this customer to generate more revenue?

Please make sure either your Google sheet or Excel is working, so we won't spend a lot of time with technical difficulties.