

## **Knowledge & Skill Assessment Exercise**

**Have Each New Hire Sales Candidate  
Write The Names Of 3 Current Or Most Recent  
Top Buying Accounts**

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**Then Have Them Provide You With The Following  
“Non Confidential” Information On Each Account:**

- 1. What Is Their Annual Sales Volume**
- 2. Is This Company The Parent**
- 3. What Are Their Key Subsidiary Companies**
- 4. What Is Their Major Line Of Business**
- 5. Name 3 Of Their Products Or Services**
- 6. Are They A Public Or Private Company**
- 7. Identify Two Of Their Major News Releases Made  
Within The Past Year**