



INTERVIEW GUIDE

Strategic Account Executive, Dubai

Role Play: Discovery Call Interview - 45 mins

In this interview you will run the call as if it was a "real life" first discovery qualification meeting with 2 executives. This is an opportunity for us to see how you conduct initial discovery calls and that you demonstrate a good understanding of Cloudflare's value proposition. *The brief can be found on the next page of this guide.*

Cloudflare Sales Interview - 30 mins

The Sales Interview will be conducted by a member of our Sales team and they will be keen to hear how you build pipeline, target customers, solve problems and generally organize yourself and deliver as well as how you collaborate with other members of your team.

Technical Sales Interview - 30 mins

This interview will focus on your technical knowledge, curiosity and understanding of the security space as well as how you partner with Solutions Engineers and/or technical resources.

Orange Cloud Interview - 30 mins

This interview will focus on the Cloudflare Capabilities and the behaviors that we value. The interviewer will ask you to share examples of how you do your work and make an impact, rather than assessing your role-specific skills, knowledge, or experience.

Our Recruiting Coordination Team will schedule these interviews and confirm via email, detailing which interviewers you'll meet in this stage of the interview process.



ROLE PLAY: DISCOVERY CALL CANDIDATE BRIEF

Your interview will last 45 minutes which will be around 30 mins on the role play element followed by 5-15 mins for questions/post-role play discussion.

Details:

You will be leading a first discovery meeting where you will do an initial qualification and discovery with key executives from the target customer's team.

Scenario:

One interviewer will be playing the CTO of an online ecommerce retailer. The CTO uses Cloudflare personally for their own blog, and being a fan of our technology, they would like to learn more about how his various technical teams can benefit from the use of our services as the company continues to grow. The other interviewer will be playing the CFO for the same online ecommerce retailer.

The following are important topics raised before the meeting that the two executives will be keen to understand better, however other questions may come up in the call (such as questions that might be raised as in a real life scenario):

- How does your product mitigate infrastructure/network failure (whether internal or external)?
- How does your solution ensure we are compliant with EU E-privacy and/or GDPR regulation.

What we expect from you:

- a. Pick a customer of your choice in online ecommerce retail.
- b. Run the call as if it was a "real life" first discovery qualification meeting with these two executives.
- c. Focus on the qualification and discovery.
- d. Only high level positioning of Cloudflare is required! Present and position Cloudflare at a high-level (we don't expect you to be a Cloudflare expert) and why Cloudflare solutions are relevant for the customer (with or without a supporting presentation).

