



SALES INTERVIEW QUESTIONS



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Behavior Questions

- 1 Why are you in sales?
- 2 From the job description, what stood out to you the most?
- 3 Which job function do you feel you're the best at? Why?
- 4 **What motivates you?**
- 5 Why should I consider hiring you?
- 6 How do you define success as a salesperson?
- 7 **What's your least favorite part of the sales process?**
- 8 **Who are you most comfortable selling to and why?**
- 9 Do you consider yourself a self-starter? Give me a recent example where you displayed this quality.
- 10 **How would you exceed expectations in this role?**
- 11 What do you think your strengths are?
- 12 What do you think your weaknesses are?
- 13 What are three adjectives a former client would use to describe you?
- 14 What do you do to facilitate your professional development?
- 15 **What do you do to regroup and recover when you have a bad day?**
- 16 Where do you see yourself in 1, 3, and 5 years from now?



BLACKWOOD
IMPACT GROUP

SALES INTERVIEW QUESTIONS

Sales Skills Questions

- 1 How do you keep up to date with your target market?
- 2 What's the best way to establish a relationship with a prospect?
- 3 In your last position, how much time did you spend cultivating customer relationships vs. hunting for new clients? Why?
- 4 Are you a member of any networking organizations or associations now?
- 5 **What is your primary process for generating new leads?**
- 6 How do you research prospects before a call or meeting? What information do you look for?
- 7 **How do you use LinkedIn or social media for prospecting?**
- 8 **What are your favorite questions to ask prospects?**
- 9 What's your approach to handling customer objections?
- 10 Explain the steps you take, from the beginning of the sales process to the end.

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Sales Skills Questions

- 11 Have you ever turned a prospect away? If so, why?
- 12 Tell me about an occasion when you delighted a customer.
- 13 **Describe a time when you had a difficult prospect and how you handled that situation to win the sale.**
- 14 How often did you make cold-calls in your past sales experiences?
- 15 Have you ever asked a prospect who didn't buy from you to explain why you lost the deal? What did they say, and what did you learn from that experience?
- 16 **I'm looking for someone who has sold __X__ (type of product/service) of \$X and up to C-level suites. Can you share with me in your resume, where you have specifically done**
- 17 Have you ever opened or built a sales territory? If so, can you tell me about it?
- 18 When do you stop pursuing a client?
- 19 Selling usually requires juggling multiple tasks. How do you decide where to invest your effort at any given time?
- 20 Have you ever had a losing streak? How did you turn it around?
- 21 **Share with me the strategies that you use to get to decision makers in companies.**



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Culture Questions

- 1 What do you think of our company's products and/or services?
- 2 **How do you think we at _____ (your company name), bring value to the customer?**
- 3 What are your personal core values?
- 4 Describe your ideal culture and work environment that you would like to work in.
- 5 What's the greatest work day of your life?
- 6 **What's your take on collaboration within a sales team?**
- 7 How much time do you currently travel for work?
- 8 Is that an amount that you would like to continue doing (or more or less)?
- 9 How would co-workers describe the role you play on their team?
- 10 **What is the single most important factor that must be present in your work environment for you to be successfully and happily em-**



OPERATIONS

BUSINESS ANALYSIS

PROFIT ANALYSIS
BRAND ANALYSIS

**CUSTOMER EXPERIENCE (CX)
STRATEGY**

VALUE PROPOSITION DEVELOPMENT
CUSTOMER SEGMENTING & TARGETING
GO-TO-MARKET STRATEGY
CUSTOMER GROWTH STRATEGY

**BUSINESS PROCESS
IMPROVEMENT (BPI)**

PROCESS MAPPING
TECHNOLOGY ENABLEMENT

SALES

**SALES STRATEGY
(SALES OPERATIONS)**

SALES ASSESSMENT
SALES ORGANIZATIONAL STRUCTURING
SALES PROCESS

SALES ENABLEMENT

SALES CONTENT OPTIMIZATION
TECHNOLOGY & AUTOMATION

**SALES COACHING
(SALES MANAGEMENT)**

RECRUITMENT & HIRING OF SALES STAFF
ON-BOARDING PROGRAMS
SALES TRAINING WORKSHOPS

MARKETING

MARKET ASSESSMENT

SURVEY DATA COLLECTION
MARKET RESEARCH
DIGITAL MARKETING ANALYSIS

MARKETING STRATEGY

MISSION & VISION
MARKETING PLAN
GOALS & OBJECTIVES

**AGENCY RELATIONSHIP
MANAGEMENT**

AGENCY EVALUATION
AGENCY SELECTION
SCOPE OF WORK