



Interview Questions for a Salesperson

(with experience)

Past and Current

- Tell me about your track record the last several years. What were your accomplishments relative to the goals established?
- What circumstances have contributed to your wanting to leave your present position?

Professionalism

- Describe what you think it takes to be an effective sales professional.

Motivation

- What motivates you from the inside, from within?
- How do you motivate yourself each day?
- What drives you to be persuasive with someone?
- What is important for a job to be motivating?

Resiliency

- Describe your most challenging sales situation and how you managed the challenges you faced.
- What happens when you don't get a sale that you have worked particularly hard at getting?

Creative Problem Solving

- Describe a creative approach you took to solve a customer's problem.

Questions Focus

- What are some key questions you typically ask to gain understanding of a prospect's business issues or business needs?

Prospecting Approach

- What do you do each week to prospect for new business? What approaches have worked for you?

Preparation

- What information do you obtain about a prospect's business prior to making an initial call?
- If we were to give you a brand new territory, what approach would you take to target the market?

Persistence

- Describe a sales situation where you persevered and just refused to give up.
- Tell me about a situation where a customer's expectations were difficult. What did you do?
- Give me two examples where you won a tough competitive situation.

Importance of Value

- What do you feel are the main reasons people buy?
- Define value for me.
- How do you communicate value to the customer?
- What have you done in the past to demonstrate the financial return of your product or solution?

Work Habits and Discipline

- How do you get yourself organized each day?
- What disciplines do you follow in order to achieve your goals?

Service Driven

- Tell me your philosophy for serving the customer.
- How have you helped customers WIN both professionally and personally?
- If I talked to some of your past customers tomorrow, what would they say about you?

Focus on the Customer

- Tell me specifically what you do to put yourself in the customer's shoes.
- How do you use that understanding of the customer during the sales process?
- Give me an example of how you have helped a client achieve their goals and expectations.
- Please describe a situation where you were unable to deliver on a promise to a customer. What happened and what did you do?

Skills Mastery

- What sales skills do you feel you are particularly strong in?
- What skills do you believe you need to develop to become a stronger sales professional?
- Tell me about the most complex sale you've made and the approach you followed to make the sale.

Process Centered

- What milestones do you follow to make a sale and why are they important?
- Which parts of your sales process do you favor the most? Why?

Measurement Oriented

- Outside of revenue itself, what do you believe is important to track to determine if you are making progress in sales?

Coachability

- How coachable are you?
- What challenges have you encountered in your sales career and what specifically did you do to overcome them?

Team Driven

- Tell me what experiences you have had working in teams, and what did you learn from them.

The Future with US

- Based on what you know now, please summarize why we should hire you.

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