

# TOP-TEN SALES INTERVIEW QUESTIONS AND EXPECTED RESPONSES



- 1. What image do you have of our company and this industry?**
  - Should have done a thorough job of research on your industry and company.
- 2. What were your goals for the past three years and did you meet them? What kind of goals motivate you?**
  - Should have had concrete goals with metrics.
- 3. Tell me about a time when you were able to penetrate a major current account with a new product.**
  - Should have followed a formal written process.
- 4. What was your most significant professional accomplishment? Tell me about it in detail.**
  - If they give a positive one, ask for a negative one, i.e. a time they failed and what they learned.
- 5. Tell me about a sales experience that demonstrates your work ethic?**
  - Keep asking for more and more detail to get insight into work ethic.
- 6. How do you generate leads?**
  - Asking for referrals from current customers should be a large part of the answer.
  - They should have a formal written-down qualification process.
- 7. What kind of goals motivate you the best? How many contacts do you make on a qualified lead?**
  - Should be enthusiastic about setting goals with metrics.
  - Average number of contacts should be 12.
- 8. How do you overcome buyer's objections? Please give me a specific example.**
  - They should be able to describe selling on value, not on price.
- 9. How do you expect to close sales? How do you know when the buyer is ready to buy? What closing principles do you follow? What closing techniques work best for you?**
  - Does the candidate mention the importance of body language?
  - Some answers to "what closing principles do you follow" include:
    - Do not attempt to close until the buyer is ready
    - When you propose a close, be silent until the buyer responds
    - After a sale is made, quit selling
  - Should be able to describe three different closing techniques that they will be ready to use prior to meeting with a prospect .
- 10. Hand them a blank piece of paper and ask them to write down:**
  - *Why they will be a successful salesperson for your firm.*
  - *What they will do in the first 30, 60 and 90 days on the job.*
  - *What it will take for them to be successful.*