

INTERVIEW PRACTICE

25 SALES INTERVIEW QUESTIONS INCLUDING 'SELL ME THIS PEN!'

Interviews can be nerve-racking. But taking the time to prepare and practice will help you feel more confident.

You work in sales so selling your product or service is like second nature to you. but why is it that when it comes to selling ourselves we can get stumped? We are going to go through the top 25 sales questions that you might get asked whilst in interview and the best way to answer them.

1. Tell me a little about your most recent role?

This is the time that you can give a good snapshot of your most recent role and what you were doing. It's an opportunity to discuss your experience that is relevant to the role, the team and company that you were working for. You should also cover off the nature of your role and the customers or clients you were dealing with. This will generally be a segway into other questions that we will cover off in this article.



2. How was your performance measured?

This is a question that will be asked in a sales interview, every single time. If you have worked in a sales role, you will have worked with some form of KPI. These will differ and vary between businesses but it is key that you know what they were and how you measured against it.

An example of how you could respond to this is: "Overall, we had an annual revenue target that I was able to exceed by 121%. We also had metrics that we were measured against such as outbound calls to prospects, meetings and monthly revenue targets that we would achieve in the process of hitting that annual target."

If you perhaps missed out on a specific KPI or overall revenue target, feel free to say that and explain as to why you did but ensure that you have other reasons or experience kicking goals and exceeding KPI's that can show that you can hit targets.

3. How did you develop new business opportunities?

This question is all about how you have gone out and secured new business. You want to cover off on your processes and methods, just as much as you discuss the types of people or businesses you had and the conversations that you had. It's a good idea to use real life examples of customers or prospects that you secured and the dollar value that they contributed to the business.

4. Sell me this Pen

Don't worry, we know - it's cliché! It's the oldest trick in the book. Its most likely that this won't be asked however, this is a reminder to remember that you may be asked to put your sales skills to the test. Mock prospecting calls or mock meetings are often components of the interview process when it comes to sales-based roles so make sure you do some preparation for when this occurs.

5. Tell me about a time you had to get a difficult prospect across the line? How did you go about doing this?

This is behavioural based questioning 101. When the Interviewer asks this question, they want you to give them a real-life example from your previous experience. There are two key things that they are looking for here in particular, the first being your ability to deal with difficult customers and demonstrate resilience and the second the overall outcome and how you went about getting it all across the line.

Below are a list of 20 other questions that may be asked in a sales interview:

1. How big was your sales team?
2. What do you think makes a good team player?
3. Who did you report to? What were they like as a Leader?
4. What was the size of the portfolio that you looked after?
5. What is your standard sales cycle?
6. How did you manage the balance between new and existing business?
7. Was there ever a time that you were unable to achieve your sales target?
8. How do you motivate yourself?
9. What do you do to research your prospects before you contact them?
10. What is your biggest achievement in your most recent role?
11. What is worse: Not hitting your sales quota or not having happy customers?
12. Tell me about a time you have missed your target? How did you respond?
13. Where do you see yourself in 5 years from now?
14. Describe your ideal leader
15. Describe your ideal working environment
16. Have you ever had to turn a prospect away? If so, why?
17. What do you do to wind down after a stressful call or meeting?
18. How do you respond to feedback?
19. What is the best advice you have ever received?
20. Why did you choose a career in sales?