

Interview Preparation for Sales & Marketing Positions

Many CEO's feel hiring quality salespeople is critical to creating and sustaining their organization's long-term success. They instruct sales management to invest a lot of time and resources to evaluate who would be the best fit for their sales hiring needs. We recommend reviewing the below questions to help you prepare as best as possible.

1. Why is your current employer's technology/service better than its competition?
2. How does your current employer bring value to the customer?
3. Describe a time when you had a difficult prospect, and how you handled that situation to win the sale.
4. Can you walk me through your sales process?
5. What departments or C-level office do you call on?
6. What accomplishments in your life are the most important to you?
7. What is your performance v/s quota?
8. What length of sales cycle do you have experience with?
9. What makes you a good salesperson?
10. What do you like least about sales?
11. How do you keep up on your target market?
12. What's your take on collaboration within a sales team?
13. Who are you most comfortable selling to and why?
14. In your last position, how much time did you spend cultivating customer relationships versus hunting for new clients, and why?
15. What are your favorite questions to ask prospects?
16. What motivates you?
17. What's your approach to handling customer objections?
18. How do you research prospects before a call or meeting? What information do you look for?
19. What are three important qualifying questions you ask every prospect?
20. 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?
21. Tell me about an objection you had trouble overcoming. How did you finally move the deal forward?
22. What made you want to get into sales?
23. Describe your ideal sales manager.
24. What core values should every salesperson possess?
25. What metrics do you track?