

Interview Preparation for Sales & Marketing Positions

Executive leadership teams in most companies understand that hiring highly qualified and professional salespeople is critical to sustaining their organization's long-term success. They instruct management teams to invest time and resources in evaluating candidates, to ensure new hires meet their needs. We recommend reviewing and asking some of the below questions to help you showcase a deep understanding of sales and professionalism.

Product Related Questions:

- What differentiates [Company]'s technology/service from others in this industry?
- How does [Company] provide value to customers?
- What techniques best showcase the value [Company] provides? Demos, free trials, entry services, etc.
- How quickly do new features or updates get added?

Sales Process Questions

- How has [Company] handled difficult/resistant prospects?
- Could you walk me through a typical sales process?
- On average; how long is a sales cycle, how large is a deal size, what is a salespersons' quota?
- What function does the sales team call on/work with?
- Could you give an example of how the sales team works collaboratively?
- How much time is allocated to growing customer relationships versus hunting for new clients?

Sales Metrics Questions

- What are the top three metrics the team tracks?
- What is the teams current performance vs quota?
- How do you keep informed on your target market?

Personality Questions

- What accomplishments in your life are the most important to you?
- What are the common qualities of a successful salesperson at [Company]?
- Who are you most comfortable selling to? Is there a specific reason why?
- What core values should every salesperson possess?