



Automate • Grow • Sell
The Ultimate **ROCKSTAR** Employee Toolkit

INTERVIEW QUESTIONS FOR SALES

By Brian Hegarty



Name:

Date:

“Tell me about a time when you thought you had a sale but were surprised and disappointed by the prospect or customer. What was your next move?”

“Are you better at juggling a number of priorities or projects simultaneously or attacking a few projects one at a time?”

“When is your confidence the lowest?”

“Describe a time when you felt overwhelmed.”

“Give me one more example of a time you were overwhelmed.”

“What kinds of sacrifices have you had to make to be successful?”

“Tell me about a few times where you exceeded expectations or went beyond the call of duty”

“How do you know when you’ve truly succeeded?”



“Over the last few years, how many hours have you worked in an average week?”

“What’s the toughest goal you’ve ever set for yourself? How do you plan to top it?”

“Tell me about your last success at work.”

“What is the hardest you have ever worked to succeed in your job? How often do situations call for that kind of effort? How did you feel about having to work that hard?”

“When was the last time you were competitive? Another time?”

“Has more than one recent example (work, home, sports)”

“Where do you rank in the sales team? May I have your permission to contact your boss to ask about your rank?”

“What is the most fun you have ever had winning a customer over?”

“How would your manager rank your competitiveness compared to your peers? What makes your manager see you as competitive?”



"Tell me about the most competitive situation you have ever been in at work. How unusual was it for you?"

"Describe a sale where your persistence really paid off. Another time?"

"A history of substantial effort to secure a new customer"

"Think back to the last time you lost a deal. What did you do to recover?"

"Quickly put the situation in perspective and bounced back by working on another sale"

"Tell me about a sale that went wrong. What did you attribute it to?"

"Attributes a problem to a temporary, unusual situation out of own control"

"Tell me about the worst customer problem you ever faced. How did you recover?"

"Again, quickly put the situation in perspective and got going on another sale; came back strong after tough times"



COMBINED CHARACTERISTICS

All Three Characteristics

Look for

- 1 "Which parts of your job excite you? Which parts bore you?"

- 1 "Enjoys elements of the job involving achievement or competitiveness or resiliency; is rarely or never bored, unless unable to show Drive"

- 2 "What do you feel driven to prove?"

- 2 "Motivated to prove excellence; wants to be the best; or can rebound from any setback"

- 3 "Which of your accomplishments are you most proud of? What about it makes you proud?"

- 3 "Takes pride in hard work, surpassing others, or remaining persistent"

CORE SKILLS

Here are some examples of probing questions for the other core and specialized skills.

Confidence — Tell me about a time someone rejected you. What did you do?



Persuasion — Give me three examples of closing a difficult sale. What did you say?

Relationship — What have you done in the past 30 days to deepen relationships with key accounts?

Organization — When was the last time you felt overloaded, and how did you recover?

SPECIALIZED SKILLS

Problem Solving — Tell me about a difficult customer dilemma that you resolved.

Profit Priority — Tell me how you balanced volume and profit in your last position.

Independent — Tell me about a time when you took action without explicit permission.

Listening — Tell me about a time when you were with a customer and had to read between the lines to figure out what was important to that customer.

Tact — Tell me about a time when you had to deal with an obnoxious person in an argument.



Detail — Give me a detailed description of how you manage your paperwork and reporting to the company.

Analytical — Have you ever had to make a sale based on analysis of data? Describe the process in detail.

Conceptual — Are you more comfortable dealing with concrete, tangible, black-and-white issues or more abstract, complex concepts?

Strategic — Tell me about a time when you had to adapt to a complex customer strategy.

Technical — What technical aspects of the business do you need to learn to increase your sales?

Executive Presence — How has your style of interacting with senior executives changed over the years?

Motivator — When did you last have to motivate a rep? How did you do it?



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