



# Sales interview questions

The 65 best sales interview questions to separate the best candidates from the competition

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**1 Can you walk us through your resume from start to finish?**

**Great for:** Getting a general overview of the candidate and their demeanor

**2 How would you describe the last product you sold?**

**Great for:** Showing how the rep describes a product they know well

**3 What books, blogs, or podcasts do you follow to educate yourself outside of work?**

**Great for:** Demonstrating a commitment to learning and growth

**4 How do you stay informed about your target market?**

**Great for:** Understanding how they keep up with changing demand

**5 What do you do when the lead volume is low?**

**Great for:** Identifying the candidate as proactive or reactive

**6 How do you prioritize your time at work?**

**Great for:** Showing the candidate's thought process behind their work

**7 How would you describe your sales process?**

**Great for:** Getting an overview of the candidate's workflow

**8 How do you collaborate with other salespeople?**

**Great for:** Learning about their approach to teamwork and collaboration

**9 How do you collaborate with people outside the sales department?**

**Great for:** Determining if they're an autonomous worker or has a track record of collaboration

**10 How did you make your first \$10?**

**Great for:** Learning if the candidate has always had an interest in sales

**11 What will you do in your first month if we hire you?**

**Great for:** Showing how the candidate can go above and beyond

**12 What's your experience and comfort level with sales technology?**

**Great for:** Seeing how their sales performance ties into technology

**13 How do you decide if a prospect is right for your product?**

**Great for:** Explaining how they approach and evaluate leads

**14 If you lose a prospect, do you follow up with them later?**

**Great for:** Revealing whether the candidate has enough tenacity

**15 Which is better: Closing a small but guaranteed deal, or pitching a large but unlikely deal?**

**Great for:** Gaining insight into the candidate's sales philosophy

**16 What sales metrics matter the most to you?**

**Great for:** Revealing their most important KPIs and seeing if they understand their value

**17 What's your greatest strength and weakness?**

**Great for:** Gauging their ability to self-assess and learning more about them

18

**What's more important: Maintaining customer relationships or finding new clients?**

**Great for:** Determining how they walk this balancing act and if their approach matches your model

19

**How do you approach short sales cycles as opposed to long sales cycles?**

**Great for:** Providing a better sense of their sales strategy

20

**What tools do you need to succeed in sales?**

**Great for:** Learning how the candidate can thrive

21

**How do you respond to criticism or rejection from customers?**

**Great for:** Testing a candidate's humility and response to critiques

22

**How do you research prospects before a call?**

**Great for:** Getting more insight into their outreach process

23

**When should you stop trying to sell to a prospect?**

**Great for:** Seeing how candidates identify a sales dead end

24

**What's the first step to building relationships with prospects?**

**Great for:** Learning how the candidate approaches the sales process

25

**Tell me how you sell to uninterested prospects**

**Great for:** Learning how they make sales to difficult prospects

**26**

**How do you gauge need and interest?**

**Great for:** Showing how they assess prospects and choose a strategy

**27**

**How do you catch up on sales targets when you're below quota?**

**Great for:** Seeing how they bounce back from lagging sales

**28**

**Describe a time you changed your sales strategy and succeeded**

**Great for:** Seeing how well they think on the fly

**29**

**What's the biggest factor standing in the way of closing a deal?**

**Great for:** Learning the candidate's greatest weaknesses and work-arounds

**30**

**What company culture are you looking for?**

**Great for:** Showing their innate compatibility with your team

**31**

**Can you describe our company in three sentences as if you were explaining it to a client?**

**Great for:** Showing the candidate's level of research

**32**

**Would you like to jump onto a sales call?**

**Great for:** Letting the candidate show off how they'd perform in the role

**33** How would you define your management style?

**Great for:** Getting a sense of how they would lead your team

**34** How would you approach a sales rep who has missed their quotas for three months in a row?

**Great for:** Gauging their ability to have difficult conversations and push team members

**35** How did you train your last new sales rep?

**Great for:** Learning their values as a manager and what skills they stress

**36** Have you ever had to fire anyone?

**Great for:** Understanding how they would approach a termination

**37** Do you use any data analysis tools, and if so, how do you use them?

**Great for:** Reviewing their technical literacy

# Sales director interview questions

3

**38** What would you do if you received an unattainable sales target?

**Great for:** Learning their general directorial philosophy

**39** How would you revitalize a failing sales operation?

**Great for:** Seeing how they approach short- and long-term planning or incremental change

**40** What metrics have you used in the past to evaluate your team's performance?

**Great for:** Understanding how they interpret metrics

# Sales engineer interview questions

4

**41** What CRMs are you familiar with?

**Great for:** Learning their level of technical experience

**42** How do you stay up to date on new sales technology?

**Great for:** Gauging their proficiency with new sales technology

**43** What's the most complex sales pitch you've ever given, and can you summarize it in a few sentences?

**Great for:** Seeing if they can condense complicated information

**44** What's your go-to strategy for generating more leads?

**Great for:** Testing their foundational sales skills



45

**What are your tools for hooking potential clients?**

**Great for:** Deciding if their model of delivering information matches your company's

46

**Tell us about a difficult partnership you had with a sales rep and how you handled it**

**Great for:** Giving an idea of what the candidate considers difficult, as each person will have a different threshold for what they can handle.

## Sales behavioral interview questions

5

47

**What are your long-term career goals?**

**Great for:** Getting a feel for where the candidate is going in their career

48

**How would you change our company's approach to sales?**

**Great for:** Showing their capacity for entrepreneurial thinking

49

**What would prompt you to leave your current role for another?**

**Great for:** Learning why they applied specifically to your business

50

**Why did you get into sales?**

**Great for:** Understanding the candidate's goals and motivations

51

**What do you like best about working in sales?**

**Great for:** Presenting a candidate's strengths and points of interest

52

**What's your least favorite part about working in sales?**

**Great for:** Testing the candidate's honesty and transparency

**53**

**What's the best piece of feedback you've received?**

**Great for:** Seeing how the candidate responds to and learns from constructive criticism

**54**

**What motivates you to sell?**

**Great for:** Seeing whether they are internally or externally motivated

**55**

**What product do you most want to sell?**

**Great for:** Learning about their interests and passions

**56**

**How does a client's personal background factor into your sales pitch?**

**Great for:** Revealing their sensitivity to a client's emotions and background

**57**

**Who is your ideal customer?**

**Great for:** Exploring sales best-case scenarios with the candidate

**58**

**Have you ever lost an extremely valuable customer or sale?**

**Great for:** Seeing how a candidate bounces back from mistakes

**59**

**How do you keep yourself organized in your day-to-day routines?**

**Great for:** Testing their ability to multitask and prioritize

**60**

**How did you react when your contact for a key account changed?**

**Great for:** Revealing how the candidate adapts to sudden changes

**61**

**What do you regard as the hardest part of sales and how do you manage it?**

**Great for:** Learning how they respond to adversity

**62**

**Tell me about a time you felt overwhelmed with work**

**Great for:** Seeing how they work through a high-stress environment

**63**

**Tell me about a time you set a goal for yourself and achieved it**

**Great for:** Giving them the chance to lead with their best foot forward

**64**

**How did you prepare for this interview?**

**Great for:** Providing insight into their research, prospecting, and sales processes

**65**

**What questions do you have for me?**

**Great for:** Seeing what they want insight into