

How long have you been selling (____)?

Why are you in sales?

How do you view sales?

Describe the sales process

How do you view the sales process?

What is the sales process in your current role?

What do you like and dislike about the sales process and why?

How do you manage and plan your sales territory?

How did you generate a customer base in your last position as a sales representative? What sources did you use?

What has been your most successful method of prospecting? Why?

How do you get your leads?

What do you think are the most important skills in succeeding in sales?

What are your top three open-ended questions for initial sales calls?

In your current sales environment, describe the process you go through to qualify your prospects?

What do you like and dislike about the products or services you're selling now and why?

What attracts you to the _____ industry?

What type of sales cycle is most rewarding to you? A long cycle for a big-ticket item or a series of smaller, more frequent sales.

What do you see as the key issues in negotiating?

What do you see as the key skills in closing?

Accustomed to Cold Calling?

Describe in detail your cold calling experience.

How many cold calls would you make a day on average?

What percentage of your cold calls result in sales?

Who would you speak to during your cold calls?

How many first appointments do you have each week?

What do you do personally for your professional development?

What are your favorite selling books?

As a sales professional, what do you see as your primary and secondary roles within a company?

Describe a time your company did not deliver on its product or service and how you responded? / Describe for me a situation with a client or prospect where you made a mistake. How did you handle the situation?

In your current position, how much time would you say you spend directly with prospects and customers throughout the sales day and what specifically do you do with them?

Describe a couple of instances, big or small, where you took a different tack in achieving an objective than was the company standard?

Describe a time where a creative approach to meeting an objective didn't work and what you did next?

PRESENTATIONS

What is the largest group you've presented to (externally/ internally)?

What types of professionals / people have you presented to?

What do you like and dislike about presentations and why?

How do you organize a presentation?

How would your present prospects and customers describe you as their sales representative?

What would you say your one or two biggest failures or mistakes were? What did you learn from them?

What are some of the challenges you see that are facing your industry?

What are your thoughts on these?

How would those with whom you work now, across all areas of the company, describe you and the work you do?

Describe a time you led a group of people, the primary challenges you faced and how you handled them?

Describe the relationship building process

Tell me what questions you feel are essential to ask at the start of any sales presentation.

To whom have you sold in your current and last 1-2 positions (Levels within the organization)?

What is the average sales price (or range) of what you've sold?

Average Sales Cycle?

What was the largest sale?

What has been your quota and % attainment for the past three years?

Are your major accounts within the arena of Distribution, OEM,...?

of National/Major Accounts: - Names:

of Distributors Signed: - Specifics:

Who are your top 5 clients?

Significant Contributions: - i.e. Sales Training, Strategy, Action Plans?

Performance Achievements: (President's Club etc.)

How is your performance measured at your current job?

Where do you rank in you peer group based on sales?

How often in the last twelve months did you meet or exceed you quota?

Tell me about a time when you did not meet your quota.

What steps did you take to increase your sales for the following period?

Increases Profit?

Your standing in:

District

Region

National

Responsibility for hiring?

How many have you hired and Types?

How did they work out?

How long did they stay?

Strongest Sales Qualities:

Areas for Improvement:

Technical Training?

Special Courses/Seminars/Sales Training?

Licenses Held:

Professional Affiliations:

Have you sold through channels, direct or both?

Tell me about the types of individuals you've supervised.

Have you ever dealt through Manufacturer's Representatives?

Have you ever dealt through Distributor Representatives?

How do / did you motivate / encourage them to sell your products versus others in their portfolio?

Can you tell me four ways to measure the sales performance of your

team?

Describe for me the time management system that you use to plan your day.

Describe for me how you insure that your follow up is timely and accurate.

Give me an example of how you plan your priorities on a typical day.

Describe for me how you keep up with the details of a sales call

What percentage of time do you currently travel?

What percentage of time you are willing to travel?

Forgetting your company's for a moment, what is your personal sales strategy and why?

In your current role, describe a typical work day:

Imagine you own your own business; tell me about how you would go about growing it.

How would you go about establishing the sales organization within a new company

Give me an example of someone that you had a difficult time selling to. Or describe an example of how you persuaded a reluctant customer.

How did you manage the situation?

What were the major obstacles?

How did you overcome them?

What's the most difficult sale you have ever made?

Are you stronger at opening up new accounts or at developing the business in existing accounts? Give me an example of how you have done that in the past.

How did you increase sales in your area?

What do you do / have you done in order to incentivise accounts to buy more products from you?

Give me an example of how you have protected the company's interests when a customer was unhappy with something they bought.

EARNINGS



Ten (10) years	Current / Last Employer	Previous	Previous
Previous			
Sales Territory:			
Product Lines/Service:			
Starting Salary:			
Present Base Salary:			
Commission:			
Bonus:			
Car:			

What are your long-term professional goals?
Why are you considering leaving?
What kind of work environment are you looking for?
What did you find least attractive about your last work situation?
What did you do to change it?
What motivates you to put forth your best effort?
What changes or improvements did you try to make in a previous job?
What management style do you work well with?
What motivates you?

Are there persons at your former job that would provide a professional reference?
Are there customers at your former job that would provide a professional reference?

Are you strategic or tactical? Provide examples
If you were selling a product and you had a customer who was complaining about bad service, what would you do?
Tell me how long would be too long to develop a sales territory.
Tell me what you know about our product line.
What value will you bring to our client? / Why should we hire you over the other finalists?