

150 sales interview questions and answers



The interview questions below can be used for positions: sales manager, sales assistant, sales coordinator, sales specialist, sales supervisor, sales controller, sales consultant, sales executive...

Other materials for sales interview:

- behavioral interview
- situational interview
- types of interview questions
- interview thank you letters

Useful free ebooks for sales interview:

- interviewquestions360.com/free-ebook-150-sales-interview-questions-and-answers
- interviewquestions360.com/free-ebook-top-18-secrets-to-win-every-job-interviews
- interviewquestions360.com/13-types-of-interview-questions-and-how-to-face-them
- interviewquestions360.com/job-interview-checklist-40-points
- interviewquestions360.com/top-8-interview-thank-you-letter-samples
- interviewquestions360.com/free-42-cover-letter-samples
- interviewquestions360.com/free-48-resume-samples
- interviewquestions360.com/top-15-ways-to-search-new-jobs

You can ref top 20 sales interview questions and answers
(excerpt from list: 150 sales interview questions and answers) **as below:**

1. Do you prefer a long or short sales cycle?



Here are sample answers for the interview question "Do you prefer a long sales cycle resulting in the sale of a large ticket item, or a shorter cycle with more frequent sales? "

Sample Answer: I think there are interesting points to both types of sales. I like a longer sales cycle, as it gives me time to get to know the customer, and spend time educating them about the benefits and uses of the product. Shorter cycles are more intense, since you typically don't have the luxury of too much personal knowledge of the customer, or the time for lengthy explanations. You need to hit the high priority topics rather quickly.

2.Why do you want to work with us?



More likely than not, the interviewer wishes to see how much you know about the company culture, and whether you can identify with the organization's values and vision. Every organization has its strong points, and these are the ones that you should highlight in your answer. For example, if the company emphasizes on integrity with customers, then you mention that you would like to be in such a team because you yourself believe in integrity.

It doesn't have to be a lie. In the case that your values are not in line with the ones by the company, ask yourself if you would be happy working there. If you have no issue with that, go ahead. But if you are aware of the company culture and realize that there is some dilemma you might be facing, you ought to think twice. The best policy is to be honest with yourself, and be honest with the interviewer with what is it in the company culture that motivates you.

3.How did you land your most successful sale?

THE JOB INTERVIEW



When you answer questions about your sales successes, be sure to give a tangible example of how and why you were successful. When applicants are interviewed for a sales job the interviewer is looking for quantifiable accomplishments i.e. closing the sale, 56% increase in revenue year over year, how you made the sale, etc.

Sample Answer: My most successful sale was one where I had taken over a customer from another salesperson who had to leave suddenly. I immediately contacted the person, and let them know the situation. I knew that my colleague was having a difficult time getting the client to commit to the purchase of a large motor home. Part of it was circumstantial, but when I was given the opportunity to take over the sale, I was able to give the customer some reflection time, and was ultimately able to close the sale.

4.What do you find most rewarding about being in sales?



Here are sample answers for the interview question "What do you find most rewarding about being in sales?"

Sample Answers

- I really enjoy making contacts, and spending time talking with people. The most rewarding part of being in sales, for me, is the time spent with customers, helping them make the right decision about a product.
- I think the most rewarding thing about sales is providing customers with the best service possible. I pride myself on making sure that a customer knows about the product they are purchasing, and has the ability to use it to its fullest potential.

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



You could put a number on the skills to structure your answer around this. For example, “In my opinion, the three most important sales skills are...” Instead of referring to specific sales techniques, you should mention competencies and skills which a salesperson need to get success.

Below are some skills including:

- Adjust your approach to different people and situations.
- Ask a right question and how to listen.
- How to communicate and handle dissatisfaction and rejection of customers.
- Make plan and comply with it.
- Make influence on and persuade customers.
- To be good at negotiating for common agreement.

6. Of all your work in sales, have you been more successful servicing clients or developing a new territory? Why?



Just because a salesperson can claim to be responsible for hundreds of thousands of dollars in sales doesn't mean they have the skills to do your sales job. Someone else might have generated the initial sale, and your candidate is responsible only for servicing the existing customer. Or the candidate could have made the initial sale then handed it over to someone else. This question is helpful because it requires the candidate to choose between servicing clients vs. developing a new territory as their stronger suit. You will then be able to ask follow-up questions about why the candidate feels they are stronger in one area and weaker in the other.

7. Why do you want this job?



One of the most predictable questions and very important! You need to demonstrate that you have researched the employer and tie your knowledge of them into the skills and interests that led you to apply. For example, an interviewee with a small public relations agency might say:

"I'm always ready to take on responsibility and feel this will come more quickly with a firm of this size. A small firm also gives the chance to build closer working relationships with clients and colleagues and I've found through my past work experience that this makes an organization more effective as well as more satisfying to work in."

Try to find some specific feature on which the employer prides themselves: their training, their client base, their individuality, their public image, etc. This may not always be possible with very small organizations but you may be able to pick up something of this nature from the interviewer.

8. What's the ideal relationship between sales and marketing, and how do you operationalize that?



It's more than just inviting marketing to your meetings. The ideal relationship starts with common goals of what success looks like, common definitions of leads, qualified leads, lead stages and short-term opportunities. It's working together on the same pipeline, and ensuring that success is measured and compensation is dispensed based on overall pipeline performance. Marketing needs to be held accountable for qualified opportunities and closed business. When that alignment takes place, the daily & weekly operational requirements more easily fall into place.

9. What is the most difficult situation you have had to face and how did you tackle it?



The purpose of this question is to find out what your definition of difficult is and whether you can show a logical approach to problem solving. In order to show yourself in a positive light, select a difficult work situation which was not caused by you and which can be quickly explained in a few sentences. Explain how you defined the problem, what the options were, why you selected the one you did and what the outcome was. Always end on a positive note.

10. What is your psychology of selling?



This is where you demonstrate your understanding of the entire structure of selling. Focus on your view of selling as a professional service directed at showing the customer how your product or service meets their needs and improves their lives.

Prepare a concise sales interview answer that highlights your knowledge of how to communicate and build rapport with a client, ask the right questions, identify and understanding the client's values, motives and needs, offer the appropriate solutions, handle objections and close the sale. Include adapting to different personality types and using persuasive communication skills.

11. Is cold calling dead?



Some interviewees may get defensive, or think this is a trick question. The answer, of course, is no. When all else fails (market conditions, marketing leads, etc.), picking up the phone is the one thing sales reps will always be able to control. But how they cold call – who they call, with what message and offer, at what frequency and cadence – is extremely important. Cold calling must be customer-centric and value-driven to succeed in today's buyer-centric world.

11. Should reps get warm leads or build their own pipelines?



Similar question, different angle. The right answer is typically to get warm leads, but not because the reps are lazy or can't successfully build their own business from the ground up. Lead-driven sales are typically more cost effective than having expensive sales reps cold calling. Yes, leads are expensive up-front, but the eventual cost per acquisition and overall lifetime value and margin for the business on those new customers is usually much better when reps are making more efficient use of their time with warm leads.

12. How Do You Move On From a Rejection?



Rejections are common within sales jobs, and one of the primary reasons that most personalities could not handle sales roles. Try to downplay how hard you take rejections, but feel free and be honest about a technique you use to handle rejection or answer with something like, “I simply move on to the next prospect, because a rejection is simply a sign that the individual was not yet ready for our solution.”

13. What are the Most Important Sales Skills?



Not everyone can handle sales. You need to have the right attitude and abilities. At your job interview, the interviewer will be looking for your sales skills, and the aspects of the process that help close deals. An example of a good answer includes “The ability to recognize both verbal and non-verbal cues to adapt the sales strategies you implement to impress the prospective buyer.”

14. How do you handle stressful situations and working under pressure?



There are several ways of addressing this one. You may be the sort of person that works well under pressure; you may even thrive under pressure. Whatever the case, make sure you don't say you panic. You want to give specific examples of stressful situations and how well you dealt with them. You may also want to list a few tools you use to help you, such as to-do lists, etc. It is alright to say that you will ask for assistance when the job is more than what you can handle. It is equally acceptable to say that you work best under pressure if this is indeed the case and relevant to the particular role.

15. What Do You Dislike About Sales?



Any time you are asked to provide a negative trait about the position you are applying for, you should tread carefully. An example of an answer that effectively resolves the question is, “Walking away from a sale when I know the prospect could benefit from our solution.” This answer shows you know that there are times where you need to walk away and show that you understand that sales is about solutions.

16. Why do you want this sales job?



Again, companies want to hire people who are passionate about the job, so you should have a great answer about why you want the position. (And if you don't? You probably should apply elsewhere.)

First, identify a couple of key factors that make the role a great fit for you (e.g., “I love customer support because I love the constant human interaction and the satisfaction that comes from helping someone solve a problem”), then share why you love the company (e.g., “I’ve always been passionate about education, and I think you guys are doing great things, so I want to be a part of it”).

17. What have you learned from mistakes on the sales job?



Candidates without specific examples often do not seem credible. However, the example shared should be fairly inconsequential, unintentional, and a learned lesson should be gleaned from it. Moving ahead without group assistance while assigned to a group project meant to be collaborative is a good example.

18. What challenges are you looking for in this sales position?



A typical interview question to determine what you are looking for your in next job, and whether you would be a good fit for the position being hired for, is "What challenges are you looking for in a position?"

The best way to answer questions about the challenges you are seeking is to discuss how you would like to be able to effectively utilize your skills and experience if you were hired for the job.

You can also mention that you are motivated by challenges, have the ability to effectively meet challenges, and have the flexibility and skills necessary to handle a challenging job.

You can continue by describing specific examples of challenges you have met and goals you have achieved in the past.

19. Describe a typical work week for sales position?



Interviewers expect a candidate for employment to discuss what they do while they are working in detail. Before you answer, consider the position you are applying for and how your current or past positions relate to it. The more you can connect your past experience with the job opening, the more successful you will be at answering the questions.

It should be obvious that it's not a good idea talk about non-work related activities that you do on company time, but, I've had applicants tell me how they are often late because they have to drive a child to school or like to take a long lunch break to work at the gym.

Keep your answers focused on work and show the interviewer that you're organized ("The first thing I do on Monday morning is check my voicemail and email, then I prioritize my activities for the week.") and efficient.

20. Do you have any questions to ask us?



Never ask Salary, perks, leave, place of posting, etc. regarded questions.

Try to ask more about the company to show how early you can make a contribution to your organization like

“Sir, with your kind permission I would like to know more about induction and developmental programs?”

OR

Sir, I would like to have my feedback, so that I can analyze and improve my strengths and rectify my shortcomings.

Top 14 job interview tips

1. Conduct Research on the Employer, Hiring Manager, Job Opportunity.



Success in a job interview starts with a solid foundation of knowledge on the job-seeker's part. You should understand the employer, the requirements of the job, and the background of the person (or people) interviewing you. The more research you conduct, the more you'll understand the employer, and the better you'll be able to answer interview questions.

2. Review Common Interview Questions and Prepare Responses.



Another key to interview success is preparing responses to expected interview questions. First, inquire as to the type of interview to expect (which you can do by asking your contact person at the organization). Your goal is composing detailed yet concise responses, focusing on specific examples and accomplishments. A good tool for remembering your responses is to put them into story form that you can tell in the interview. No need to memorize responses (in fact, it's best not to), but at least develop talking points.

3. Tailor your story to the job.



Tailor your story to the job Applying your story to a specific employer or job is the next step. Lining up the stories that apply to the opportunity at hand is critical. Put yourself in the interviewer's shoes and pose the questions you would ask. Which stories are relevant to this job interview? Think about personal stories that show how you handled change, made choices under pressure, or learned lessons from mistakes and failures. You should also think about stories you can tell in the interview that reveal your skill set.

Learning and appreciating your story is a prerequisite to any interview process. Don't rely on your ability to think on your feet. Anticipate the questions and have answers at the ready. In the end, this is about making a great and memorable impression that demonstrates competency and ability.

4. Dress for Success.



Plan out a wardrobe that fits the organization and its culture, striving for the most professional appearance you can accomplish. Remember that it's always better to be overdressed than under -- and to wear clothing that fits and is clean and pressed. Keep accessories and jewelry to a minimum. Try not to smoke or eat right before the interview -- and if possible, brush your teeth or use mouthwash.

5. Arrive on Time for the Interview -- and Prepared for Success



There is no excuse for ever arriving late for an interview -- other than some sort of disaster. Strive to arrive about 15 minutes before your scheduled interview to complete additional paperwork and allow yourself time to get settled. Arriving a bit early is also a chance to observe the dynamics of the workplace.

The day before the interview, pack up extra copies of your resume or CV and reference list. If you have a portfolio or samples of your work, bring those along too. Finally, remember to pack several pens and a pad of paper to jot notes.

Finally, as you get to the offices, shut off your cell phone. (And if you were chewing gum, get rid of it.)

6. Make Good First Impressions -- to Everyone You Encounter



A cardinal rule of interviewing: Be polite and offer warm greetings to everyone you meet -- from parking attendant or receptionist to the hiring manager. Employers often are curious how job applicants treat staff members -- and your job offer could easily be derailed if you're rude or arrogant to any of the staff.

When it's time for the interview, keep in mind that first impressions -- the ones interviewers make in the first few seconds of greeting you -- can make or break an interview. Make a strong first impression by dressing well (see #3), arriving early (see #4), and when greeting your interviewer, stand, smile, make eye contact, and offer a firm (neither limp and nor bone-crushing) handshake.

Remember that having a positive attitude and expressing enthusiasm for the job and employer are vital in the initial stages of the interview; studies show that hiring managers make critical decisions about job applicants in the first 20 minutes of the interview.

7. Remember Body Language, Avoiding Bad Habits



While the content of your interview responses is paramount, poor body language can be a distraction at best -- or a reason not to hire you at worst.

Effective forms of body language: smiling, eye contact, solid posture, active listening, nodding.

Detrimental forms of body language: slouching, looking off in the distance, playing with pen, fidgeting in chair, brushing back hair, touching face, chewing gum, mumbling.

8. Ask Insightful Questions



Studies continually show that employers make a judgment about an applicant's interest in the job by whether or not the interviewee asks questions. Thus, even if the hiring manager was thorough in his or her discussions about the job opening and what is expected, you must ask a few questions.

The smart job-seeker prepares questions to ask days before the interview, adding any additional queries that might arise from the interview.

9. Sell Yourself Throughout and then Close the Deal



An adage in interviewing says the most qualified applicant is not always the one who is hired -- which means the hired candidate is often the job-seeker who does the best job in responding to interview questions and showcasing his or her fit with the job, department, and organization.

Some liken the job interview to a sales call. You are the salesperson -- and the product you are selling to the employer is your ability to fill the organization's needs, solve its problems, propel its success.

Finally, as the interview winds down, ask about the next steps in the process and the timetable the employer expects to use to make a decision about the position. If you are applying for a sales job -- or a position requiring equivalent aggressiveness -- consider asking for the job at the end of the interview.

10. Be Authentic, Upbeat, Focused, Confident, Candid, and Concise.



Once the interview starts, the key to success is the quality and delivery of your responses. Your goal should always be authenticity, responding truthfully to interview questions. At the same time, your goal is to get to the next step, so you'll want to provide focused responses that showcase your skills, experience, and fit -- with the job and the employer. Provide solid examples of solutions and accomplishments -- but keep your responses short and to the point.

By preparing responses to common interview questions (see #2), you'll ideally avoid long, rambling responses that bore interviewers. Always attempt to keep your interview responses short and to the point.

Finally, no matter how much an interviewer might bait you, never badmouth a previous employer, boss, or co-worker. The interview is about you -- and making your case that you are the ideal candidate for the job.

11. Focus more on what you can do for the company, rather than what they can do for you



At the beginning of the job interview process, someone has to assume the role of the seller, and someone has to be the buyer.

You're the seller at this early stage of the process.

As the interview progresses you will eventually be asked: *Do you have any questions for us?*

It's a bad idea to say, *no, I can't think of anything*. It's also a bad idea to have a grocery list of interview questions a mile long.

Appropriate Job Interview Questions to Ask Your Interviewers

- How would you describe a typical day in this position?
- In my first 90 days on the job, what's my first priority?
- What is one of the most difficult challenges facing your department?
- Is this a new position, or am I replacing someone?
- What's the company's strategy for generating new business?

12. Bring examples of your work



Use the power of the printed word to your advantage. As an executive recruiter, I can't tell you the number of times I've been called by a hiring manager after an interview, and told how impressed they were with one of my candidates who brought examples of their work.

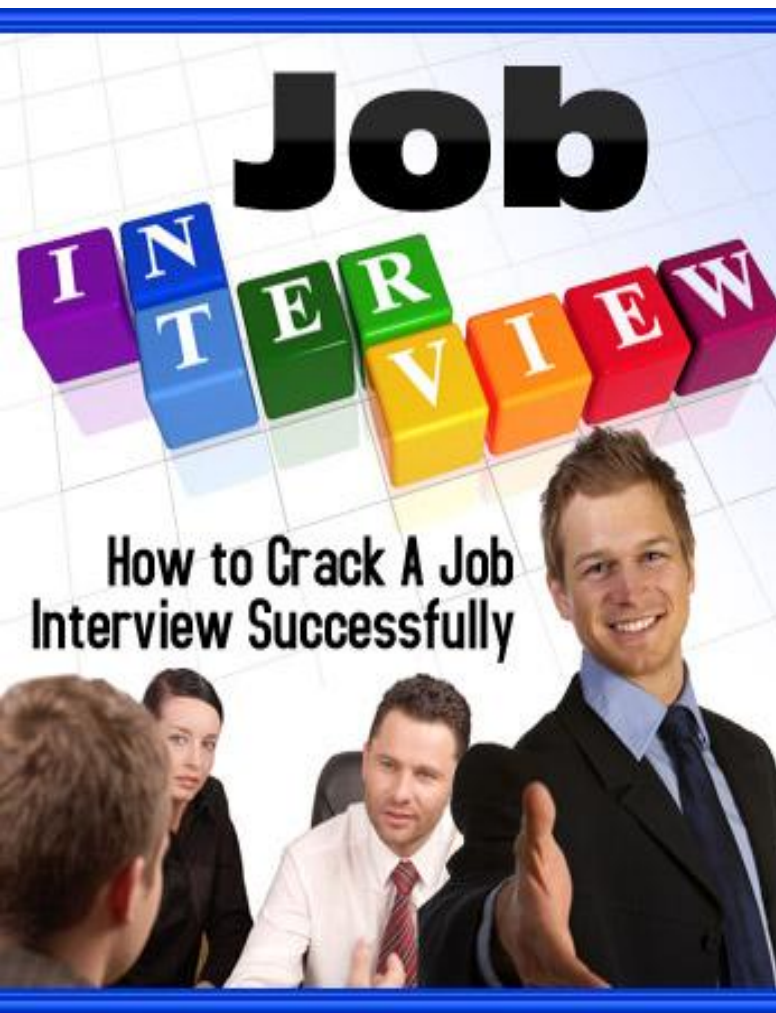
Most job seekers fail to do this in preparing for a job interview. This one job interview tip alone will set you apart from other candidates.

Idea: Some job seekers bring a copy of their most recent written evaluation to the interview. Obviously, you should only do this if your evaluation is outstanding.

The power of the printed word applies here as well. If you share your strengths with your interviewers, it's duly noted. If one of your bosses said those same things about you...it's gospel.

Another great example of your work is any chart or graph that illustrates specifically how you saved the company time or money...or how you made the company money.

13. Don't bring up salary or benefits during the first interview



The interviewing process is a 2-way street. Just as the company is evaluating you, you are evaluating them.

A job change is a big deal and you should know things like how the 401K plan works, how the bonus is figured, what is their vacation policy, and what kind of benefits they provide.

However...

It is interviewing suicide to ask these questions during the first interview. The appropriate time to ask these questions is after the company has decided to extend you an offer.

Once a company has decided that they must have you on their team, then it is timely and appropriate for you to ask these kinds of questions.

14. Thank Interviewer(s) in Person, by Email, and Postal Mail



As you have already seen from previous tips, common courtesy and politeness go far in interviewing; thus, the importance of thanking each person who interviews you should come as no surprise. Start the process while at the interview, thanking each person who interviewed you. Writing thank-you emails and notes shortly after the interview will not get you the job offer, but doing so will certainly give you an edge over any of the other finalists who did not bother to send thank-you's.

Useful materials for sales interview:

- interviewquestions360.com/top-36-situational-interview-questions
- interviewquestions360.com/440-behavioral-interview-questions-ebook-pdf-download
- interviewquestions360.com/top-40-second-interview-questions
- interviewquestions360.com/95-management-interview-questions-and-answers-ebook-pdf-download
- interviewquestions360.com/top-30-phone-interview-questions
- interviewquestions360.com/290-competency-based-interview-questions
- interviewquestions360.com/45-internship-interview-questions
- interviewquestions360.com/15-tips-for-job-interview-attire (dress code, clothes, what to wear)
- interviewquestions360.com/top-15-written-test-examples
- interviewquestions360.com/top-15-closing-statements
- interviewquestions360.com/20-case-study-examples for job interview

Useful materials for sales interview:

- interviewquestions360.com/top-25-scenarios-interview-questions
- interviewquestions360.com/top-25-tips-for-interview-preparation
- interviewquestions360.com/top-10-tips-to-answer-biggest-weakness-and-strengths-questions
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- interviewquestions360.com/22-panel-interview-questions
- interviewquestions360.com/22-case-interview-questions
- interviewquestions360.com/top-12-tips-for-career-development
- interviewquestions360.com/top-9-career-path-tips
- interviewquestions360.com/top-14-career-objectives
- interviewquestions360.com/top-12-career-promotion-tips
- interviewquestions360.com/11-performance-appraisal-methods
(includes appraisal templates and forms)
- interviewquestions360.com/top-28-performance-appraisal-forms
- interviewquestions360.com/top-12-salary-negotiation-tips
- interviewquestions360.com/top-9-tips-to-get-high-salary

Fields related to sales career:

The above interview questions can be used for fields as:

Construction, manufacturing, healthcare, non profit, advertising, agile, architecture, automotive, agency, budget, building, business development, consulting, communication, clinical research, design, software development, product development, interior design, web development, engineering, education, events, electrical, exhibition, energy, ngo, finance, fashion, green card, oil gas, hospital, it, marketing, media, mining, nhs, non technical, oil and gas, offshore, pharmaceutical, real estate, retail, research, human resources, telecommunications, technology, technical, senior, digital, software, web, clinical, hr, infrastructure, business, erp, creative, ict, hvac, sales, quality management, uk, implementation, network, operations, architectural, environmental, crm, website, interactive, security, supply chain, logistics, training, project management, administrative management...

The above interview questions also can be used for job title levels: entry level sales, junior sales, senior sales, sales assistant, sales associate, sales administrator, sales clerk, sales coordinator, sales consultant, sales controller, sales director, sales engineer, sales executive, sales leader, sales manager, sales officer, sales specialist, sales supervisor, VP sales, sales retail interview, pharmaceutical sales interview, pre-sales interview, inside sales, outbound sales, car sales, medical sales, regional sales interview, insurance sales, hotel sales, software sales, marketing and sales interview...