

Special Management Series

Sales Director Interview Questions

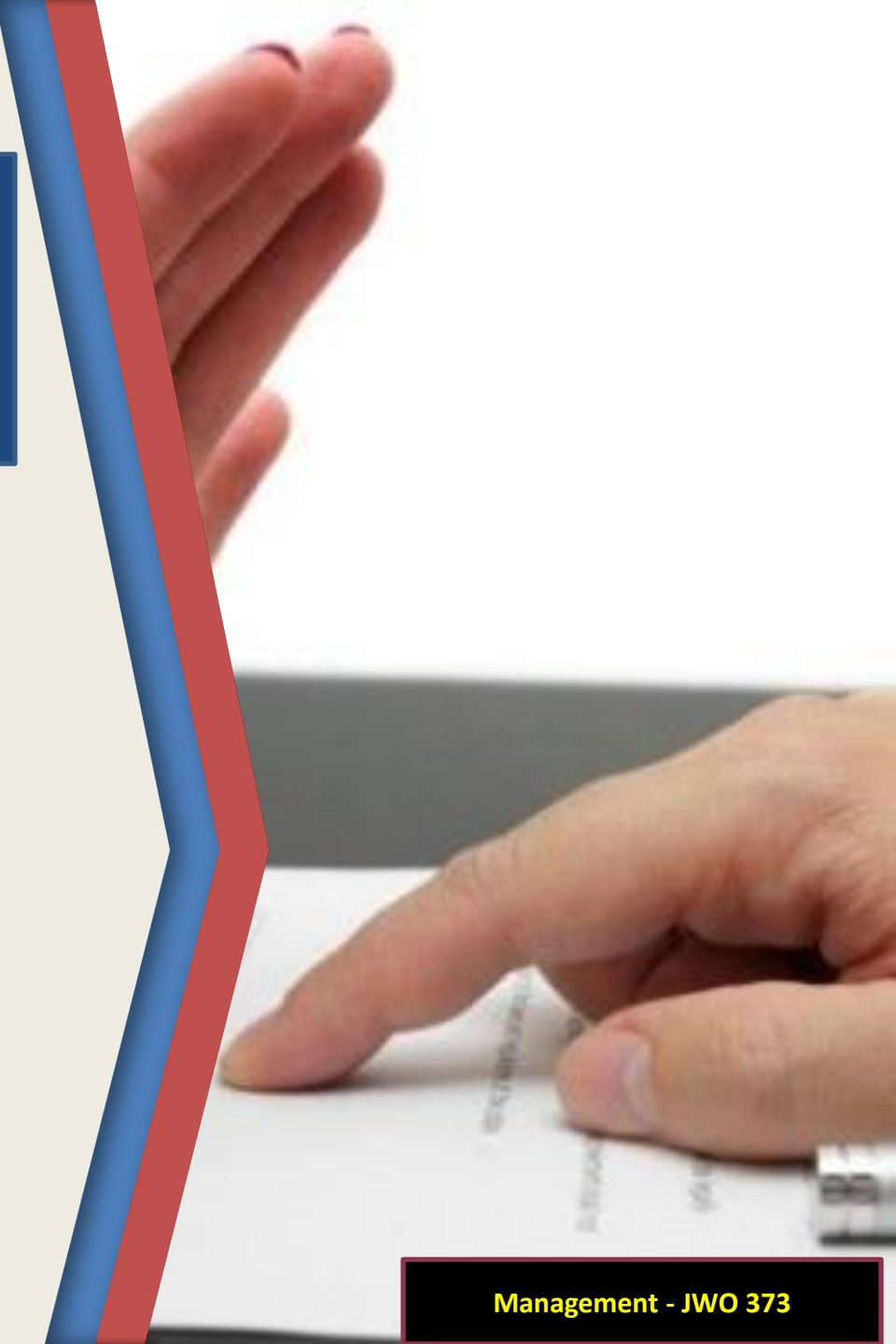
**This is a series of Training for your
Management TEAM**

Presented by J.W. Owens



**A Management
Perspective 303 Series**

Management - JWO 373



Sales Director Interview Questions



The Sales Director role is considered to be the lifeblood of many companies because of the strategic and operational role they play in the success of the business. Recruiting for the role can be a painstaking experience, especially when there are so many good candidates out there.

- How can you attract the right one for your business?
- How can you differentiate the really great from the averagely normal, so you stand a better chance of choosing the right person?
- The quality of your questions will make the biggest difference in this challenging process.

Sales Director Interview Questions



Here, we list **over 50 questions** that will help you sort the wheat from the chaff.

And if you are applying for a Director role, take notice of these so you can **prepare effectively for the upcoming interview.**

Sales Director Interview Questions



Industry And Market Questions

- **Help me understand your approach** to our particular vertical markets and examples of net new name business won.
- How will you **address your relative lack of experience** in the xxx industry?
- Could you describe your achievements to date in the xxx industry?
- How would those achievements **assist you** in performing well for our company?
- Tell me your viewpoint on **how buyers in this industry have changed** over the last 5-10 years
- What do **these changes mean to your role** as (Director of Sales)?
- What **future changes do you see** in this industry that will affect the way you develop your team?
- **How would you best protect our margins** at key customers in an increasingly competitive environment?
- **Explain your understanding of the market** as you see it at the moment and the direction it may take in the future

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Team Leadership Questions

- This role involves handling remote teams. How would you seek to engage a remote team with members in different cities/countries?
- How would you manage a team with conflicting demands from internal stakeholders?
- How would you expect a sales team to motivate themselves?
- How would you go about recruiting great sales talent?
- How do you evaluate a person's sales skills, other than the results they achieve?
- What kind of motivational processes do you use to engage a sales team?
- Other than your team earning money and hitting targets, how do you judge success in your team?
- Talk me through how you would develop a poor-performing member of your team
- How would you deal with a sales team that has lost its passion and motivation, even though they have great potential?
- Describe how you would deal with conflict between your team members

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Personal Qualities Questions

- How would you define your leadership style and why that one in particular?
- Give me examples of how your leadership style has been demonstrated in the past
- What results have you got from your leadership style?
- Tell me examples of when your leadership style had to change, and the results you achieved by making those changes
- How did you go about researching our company before today?
- Which direction do you see your career going in the future?
- How are you developing yourself as a person? What's your favourite book?
- Who's your favorite role-model and why?
- Tell me about what you do in your spare time? What does that tell me about you as a person?
- Tell me something about you that you think makes you stand out against other candidates for this role?

Sales Director Interview Questions



Specific Job-Role Questions

- Why us? (Finding out more about their motivation for change)
- What are the biggest projects you have managed?
- Tell me your best success story
- Give me an example of one of the most challenging experiences you encountered as a sales director
- What made it so challenging for you?
- What would you have changed if you had to handle it again?
- You must demonstrate great leadership in this role. Describe leaders you admire and why.
- What was your sales quota and how did you generate leads in your last company?
- What will the sales director/director of sales of the future look like?
- What would you consider the most important skill you need as a sales director?
- What do you see as the specific skills needed to be a success in this role?
- And what is the one skill you see as the most important for this role?

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Good Selling !



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