

Interview Question Template

Candidate Name:

Date:

From your perspective, what makes you stand out as a candidate for this role?
Why would we put you forward?

What is the best way to summarise your experience? How would you keep your pipeline full if you were successful in securing the role?

How would you describe your selling style?

What gets you out of bed every morning? What motivates you?
What drives you to be successful in sales?


Career Advancement	Money	Success	Company
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Other:

How do you go about making a buying decision on a big purchase like a TV?
In general terms, is that your approach to buying things? (IF HIGH BUY CYCLE).

What are some of your personal and professional goals? What have been your biggest achievements over the last 5 – 10 years?

Tell me about a recent challenge you have managed to overcome in your current role?



When we contact your previous manager's what would they say about your strengths and weaknesses? What key words would your friends and family use to describe you?

Strengths:

Weaknesses:

Friends/Family:

What do you do in terms of self-improvement? How do you develop yourself? What do you do to keep on top of industry trends?

Tell me about a recent successful client conversation that lead to a sale?

How did you uncover the budget and close the sale?

Tell me about what work environment you thrive in? What management style do you respond to best?

What are the steps in the sales process you follow? Self-analysis rating out of 10 _____

What part of this standard process are you strongest and weakest?

Prospecting		
Needs Analysis		
Presentation/Meeting		
Objection Handling		
Closing		
Follow Up		

Situational Selling Analysis: Role specific or Pen Test

Role Play One:

Introduction		
Rapport Building		
Questioning		
Objection Handling		
Trial Close/Close		

Role Play Two:

Re-introduction		
Presentation		
Objection Handling		
Close		
Feedback Response		

Closing Question: *If I remember one thing about you, what should that be?*