



THE 5 BEST SALES INTERVIEW QUESTIONS

INTRODUCTION

So you want to hire a great salesperson huh? Good sales people don't grow on trees, but they do have many qualities that make them, well, good. Research has shown us that most salespeople are motivated, competitive, trustful, proactive, and sociable. If you want to hire the best salespeople, base your interview questions off these qualities and score their answers. Below we will show you what interview questions to ask and what answers you should be looking for (your welcome) in order to hire great salespeople.

There are 3 parts to the question: first, the question that contains the quality you're looking for. The second part is the follow up questions and the third part is the answers in order from "Excellent" to "Poor."

THE QUESTIONS

- Q1. What's something that **motivates** you?
(No follow up questions)

- A1. **Excellent:** Lists a motivator that will be present in this job or company (i.e. culture, compensation, competition, start-up, etc.).
Good: Says something along the lines of, "being a good person" or "my parents motivate me," or "doing a good job."
OK: Lists a motivator that will NOT be present in this job (For example: 9-5 hours in a job that equires nights/weekends).
Poor: Doesn't know or no response.
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- Q2. On a scale from 1 - 10 (ten being the most competitive), how **competitive** would you say you are? What is the best example of your competitive spirit?
(No follow up questions)

- A2. **Excellent:** Rates self 8 - 10, and examples given demonstrate his/her desire to be the best or at the top of their peer/work group.
Good: Rates 8 - 10, but may not have demonstrated need to be best: For example, "I'm more competitive with myself than with others." Or, rates self 7 or below.
OK: Rates self low, or example did not demonstrate his/her need to be the best, or says something along the lines of: "I'm not overly competitive..."
Poor: Doesn't know or no response



Q3. *Can you describe a time when you had to be an expert?*

- *How did you handle it?*

- *What was the effect?*

- *How did you convince others to take your recommended course of action?*

A3. **Excellent:** Mentioned "gaining trust" or a similar concept. Gives a strong, detailed answer in which he/she had to gain trust of a non-expert.

Good: Gave a minor example involving learning/teaching concepts to others; example did not involve a high "trust hurdle" and had minimal consequences for failure.

OK: Gave a weak example that lacked specificity.

Poor: No response or can't think of answer.

Q4. *Can you tell me about a time when you needed to be extremely **proactive**?*

- *How did you come to realize what needed to be done?*

- *What were the results?*

A4. **Excellent:** Gives a clear example of taking on work that required a significant amount of his/her forethought and planning. This candidate is clearly proactive.

Good: This candidate was asked to do the foreseeing or planning, or the impact of his/her actions in the example were relatively benign.

OK: Gives an example that lacks details and/or specificity, and that was a result of someone else asking them to do it.

Poor: No response or can't think of anything.

Q5. *On an airplane or long bus ride, what do you typically do to occupy your time?*

Excellent: Mentions chatting with the person next to him/her.

Good: Says, "It depends who I'm with or where I am," or, "I listen to headphones," or "read"

OK: Says something like, "I don't like to chat with my neighbor."

Poor: Not sure or no response.



CONCLUSION

After asking any interview question, Hireology strongly encourages your use of the follow-up questions we provide you on our interview guides. If you want interview responses that go deeper than the surface level, it's crucial to ask your candidates "When?" "How?" "Why?" "Tell me more..." each time they give you a response.

These 5 questions were pulled from Hireology's patent-pending Elements Interview Guide. With 30 questions specifically tailored for hiring a salesperson, you can easily predict success. Want to see more interview questions related to your job profile? Start your free trial of Hireology today at www.Hireology.com.

ABOUT HIREOLOGY

Hireology was founded on a simple, powerful idea: by analyzing the behaviors of top-performing employees, you can create a highly accurate system that identifies the best person for the job. Since 2009, Hireology has helped hundreds of individuals, small businesses, and Fortune 1000 managers take the guesswork out of hiring. We want to reinvent the way companies select talent and free up managers to focus on growing their business.

