

## INTERVIEWING TIPS FOR SALES ROLES

Below are a few standard tips and questions that might be asked of you in an interview for a sales role.

Please take the time to read through this information – it could mean the difference between you getting the role and not!

### Sample Questions

- **Walk me through your sales process from cradle to grave – give an example of a deal.** *(They are looking for you to name the steps ie: I do my research by doing this... I prospect using these tools...I present to these decision makers...)* Also list any formal sales training you might have had: Challenger, Sandler, Spin, Value-Based etc..
- **Tell me about the biggest deal you won?** *(They are looking for specifics about what you did in order to win the business). I spoke with these key decision-makers, I investigated these pain points, I did an ROI on these metrics.*
- **They will ask you about working collaboratively – they want to see that you include finance and operations or other internal stakeholders along the way.**
- **They will ask specifics about growth numbers and deal sizes.**
- **If this is a BD role, they will ask about how you prospect and fill your funnel – what specific activities you do.**
- **They will ask what repeatable process you follow to be successful.** *Something like, “I always ensure that I am asking these questions, or involving these people, or getting access to this type of information.”*
- **If you are applying for a Hunter role – be detailed about Net New Revenue that you have won – NOT share of wallet growth.**
- **If you are applying for a blended AE role – be specific about large complex renewals and RFPs you have been involved with.**
- **Give examples of how you sell to and engage with V and C-Level decision makers.**
- **Give examples of deals that you are proud of + deals you have won and worked on independently.**
- **Tell them how you manage your pipeline and forecast.**
- **Show your entrepreneurial and innovative spirit!**
  - **KNOW YOUR NUMBERS!** Your revenue to target, ACV, pipeline metrics, average close ratio etc..

### Other notes on what Companies are looking for:

- A driving sense of urgency to win - Pursuit of excellence
- Highest level of intensity and able to successfully navigate organizations to find the “right” decision makers

- Has Situational Fluency to be able to add value and be coachable!
- Able to find pain at high levels of an organization, and demonstrate their value to end that pain
- Have business acumen in order to demonstrate ROI as Price is not the lever to motivate a customer to buy
- Is innovative in the type of solution developed
- Exhibits comprehensive knowledge of theories, principals, and /or practices in a specific area and/or discipline
- Recognized as internal and / or role model and / or industry authority in practice area and /or discipline.
- Focused on the most complex and /or challenging bodies of work within area of expertise and the organization
- Has a broad impact on the organization beyond financial outcomes
- AE uses a process that is proven, replicable and consistent – it has rigour
- The buying process starts long before the customer actively engages the client, so how well do you know the competition?
- Understanding the buyer and knowing what is important to them and how they make decisions
- Ability to uncover customer pain and develop a Company solution to address that Pain
- AE does not sell a product or a “basket of products”, AE is a “buying facilitator” – helps the buyer buy
- AE finds the key decision-makers above the Budget Line

### **Pillars of a Successful Rep**

#### **SALES PROCESS MANAGEMENT**

#### **RELATIONSHIP BUILDING**

#### **MANAGEMENT COMMUNICATING**

#### **INFLUENCING INGENUITY**

#### **CREATIVITY DRIVE FOR RESULTS**

- Persuasive Communication
- Sales Call Facilitation
- Negotiation Value Creation
- Innovation Building Strategic Working Relationships
- Customer Focus
- Opportunity Analysis