

## TOP INTERVIEW QUESTIONS FOR SALES DEVELOPMENT REPRESENTATIVES

Sales Development Representatives (SDRs) are the backbone of any sales team. Great SDRs can open doors to new business opportunities and optimise your sales process.

As your sales team will determine your company's image as well as bottom-line, it is important to hire strong performers, go-getters with great people skills. During your SDR interviews, you must assess each candidate's hard, soft, and behavioral intelligence skills. Bad hires are costly for the organisation and to avoid such unnecessary expense, you need to ask them the right questions.

The interview questions below will help you hire an ideal sales representative. Whether you're hiring your very first SDR, or have a well-established SDR program, these questions can help you identify the very best.

<b>Hard Skills</b>	<b>Behavioural Skills</b>	<b>Soft Skills</b>
<ol style="list-style-type: none"><li>1. Why do you want to sell our product or service?</li><li>2. What do you look for (and where) when researching a prospect?</li><li>3. Pretend I am a prospect. Kindly describe our product or service to me.</li><li>4. Please elaborate on your approach to cold calls. How do you engage a new prospect?</li><li>5. How do you personalize your pitch to a client?</li></ol>	<ol style="list-style-type: none"><li>6. What do you do if you miss your quota for qualified leads for the month?</li><li>7. How have you adjusted your sales strategy in the past to hit quotas?</li><li>8. How do you deal with rejection?</li><li>9. What is your biggest on-the-job motivator?</li><li>10. What's the last thing you learned that you thought was interesting?</li></ol>	<ol style="list-style-type: none"><li>11. Pretend I'm a prospect: Leave me a voicemail.</li><li>12. What are some questions you'd ask prospects to qualify them as customers?</li></ol>

## TOP INTERVIEW QUESTIONS FOR ACCOUNT EXECUTIVES

Account Executives are the key players in the business development process. They are responsible for finding and closing deals, managing client relationship and oversee delivery of product or service. They are also involved in up-selling to existing clients.

Prior experience in sales or customer service is preferred for Account Executive positions. You need to hire candidates with excellent understanding of the sales process, excellent communication & negotiation skills, a strong business acumen and proven track record of achieving desired sales results.

The interview questions below will help you hire the ideal Account Executive. You can also ask the candidates to make a short presentation or a sales pitch to further assess their skills. The candidate you are looking for is someone who shows a great deal of initiative, is persistent and a problem solver.

Hard Skills	Behavioural Skills	Soft Skills
<ol style="list-style-type: none"> <li>1. What methods do you use to discover sales opportunities?</li> <li>2. What does a demo/presentation need to be effective?</li> <li>3. Are you familiar with any customer relationship management (CRM) software? If so, what are your favorites and why?</li> <li>4. Can you walk me through a step-by-step approach to upselling an existing client?</li> <li>5. What steps do you take to ensure that you meet your revenue goals?</li> </ol>	<ol style="list-style-type: none"> <li>7. If a prospective client kept presenting you with excuses not to buy, what would you do?</li> <li>8. Describe a time you solved a client's problem</li> <li>9. What was the most difficult deal you had to close?</li> <li>10. How do you build a successful business relationship?</li> <li>11. Do you use social media to identify prospects?</li> </ol>	<ol style="list-style-type: none"> <li>12. How do you maintain long-term relationships with loyal clients or customers?</li> <li>13. Tell me about a time you successfully negotiated a customer contract</li> <li>14. Recall a time when you faced a dissatisfied and aggressive customer. How</li> </ol>

6. What was your most complicated sales cycle in past positions?		did you handle it?
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**TOP INTERVIEW QUESTIONS FOR SALES MANAGERS**

Sales managers will lead your sales team to generate revenue for your organisation. They are involved in hiring the sales team, training, and motivating them, guide them throughout the sales process and exceed sales targets. They are also heavily involved in tending to customer’s need.

Sales manager positions differ dramatically from the individual contributor roles and necessitates an entirely different skill set. Thus, the sales managers need to have a thorough understanding of the products and should be able to close deals while mentoring the sales team.

The interview questions below will help you hire the ideal Sales Manager. You can ask the candidate to prepare a sales presentation and take help of ‘skills testing’ to further assess the candidate’s caliber.

<b>Sales Skills</b>	<b>Management Skills</b>	<b>Training Skills</b>
1. Why is now the right time for you to become a sales manager? 2. How would the top performer on your team describe you? 3. What data analysis tools have you worked with in the past? 4. How would you describe our product to someone outside the company? 5. Tell me about a challenging sales call you had. How did you handle it?	7. How will you handle managing former colleagues? 8. Why do you want to manage people? 9. How will you manage the different personalities on your team? 10. What made you successful as a sales rep? How will your processes inform how you manage your team? 11. Have you ever had to fire anyone?	12. What makes for a successful coaching session with a sales rep? 13. What training method is most effective for new reps? 14. One of your sales reps has missed their sales goals for a few months. What do you do? 15. How would you go about training a new sales rep on your team?

6. What qualities would you look for when interviewing a sales rep candidate?	What was that experience like?	
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**TOP INTERVIEW QUESTIONS FOR SALES LEADERS**

Sales leadership roles are one of the most critical roles in an organisation. This role directly influences a company’s revenue, market share, culture, and future expansion. Sales leaders oversee daily sales activities, achieving targets, meeting major clients, designing sales strategies, and analysing sales reports.

During a sales leadership interview, you are looking for someone with proven leadership skills, in-depth knowledge of the market & competition, excellent communication skills and excellent customer service skills.

The interview questions below will help you hire the ideal Sales Leader. You can also ask the candidate to make a strategic presentation or an in-depth sales pitch along with ‘skills testing’ to further assess their skills.

<b>Leadership Skills</b>	<b>Sales Skills</b>	<b>Customer management Skills</b>	<b>Operational Skills</b>
1. How would you describe your management style? 2. How do you set goals, track progress, and ensure performance for and from your team? 3. Tell us about sales teams that you have directly developed, managed and led. How did you go about building your team? 4. What characteristics do you look for when	6. How do you prepare quarterly and annual performance reports and what data do you need for them? 7. What do you know regarding sales forecasting? What tools & software do you employ when you do? 8. What do you expect from sales support roles (engineers, operations managers, etc.)?	11. Discuss how you’ve implemented new go-to-market strategies or developed new sales processes to achieve revenue growth. 12. What is your sales team’s track record for acquiring and retaining clients? 13. In your previous roles, what was critical for you and your team to win deals and how have	15. Please describe a time when you needed to rapidly scale your sales force. How did you implement the change and what was the impact? 16. Please describe the best sales infrastructure you’ve put in place in your past roles. What tools, systems, and support did you use? How did you

<p>hiring sales professionals?</p> <p>5. What attributes make a strong leader and strong coach? Discuss the attributes you possess, and share examples of how you've leveraged them to drive team performance</p>	<p>9. Explain your strategies or thought processes around how our company can win over competitors.</p> <p>10. When your team didn't achieve sales quota, how did you ensure they reach their next quotas?</p>	<p>those learnings changed your sales strategies or selling approaches?</p> <p>14. Describe how you would involve marketing with your team for lead generation, at our company's current stage.</p>	<p>go about implementing this?</p>
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