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Interviewing Made Easy: The Questions to Ask

Ensuring you are bringing the best sales reps into the business is paramount, and to do that means you have to qualify them thoroughly across different factors.

Being armoured with the right questions to unearth the information you need to make the right decision time after time is crucial.

On the following pages we have a master list of questions that enable you to paint a full picture of their capabilities and ultimately secure the top sales candidates in the market.



Getting Them Talking and Encouraging Storytelling

- Tell me about yourself
- Can you walk me through your CV?
- What do you know about our company already?
- Can you describe your current role and what a typical day would look like for you?

Understanding Previous Sales Success and Statistics

- How long are the sales cycles you work on?
- How big are the deal sizes you work on? Tell me about the largest you've closed in your current position and ever.
- Who are the typical prospect or client stakeholders involved in the process?
- What industries have you sold to? Can you give me some example clients or contacts you'd like to leverage in the future?
- What is your current and historical split between new logo acquisition, account penetration and account management or renewals?
- Have you been working exclusively in direct sales or by utilising a partner or reseller ecosystem? How has that worked?
- What were your quotas over the last 3 years and how did you perform?

Finding their Motivation

- What is it about our company that feels most attractive to you?
- What is the most rewarding part of your role?
- What are the most important things for you when considering a prospective employer?
- What attracts you to the opportunity to work in this role?

Personal and Career Development Goals

- What would you like to achieve in your career?
- Do you see yourself in a sales leadership position in the future? Why would that be/not be attractive?
- What was the last thing you read, podcast you listened to or webinar you watched that made a strong impression on you and how?

Coachability and Self-Awareness

- If you had a magic wand what would you change or have done differently to have performed better vs quota? (This could be personal reflection, a change in resources available to them, or other company changes etc.)
- What do you see as your core strengths that set you apart from other candidates with similar backgrounds to you?
- What has been an area you were historically weaker at – and how did you go about improving?
- What feedback have you been given recently from your current manager and how have you responded or made changes?
- Can you recall a deal you lost where on reflection you could have done something differently? What did you learn?

Prospecting Skills

- What is the process you go through to prospect for new customers?
- When prospecting, can you walk me through the cadence or sequence you use?
- What are the main methods and tools you use to find new target companies and decision makers?
- What are the biggest challenges you face with respect to reaching decision makers and how do you overcome them?

Pitching Ability

- Tell me about the solution you currently sell?
- How would you describe the value you could bring to C-Level inside your prospects?
- What do you know about the value of the solutions we sell?
- How would you prepare for a meeting with a prospect or customer to introduce the solution?

Handling Objections

- What are the most common objections you hear, and how do you overcome them?
- How do you usually respond when [insert common objection you hear from your prospects/clients]?
- How do you usually respond when a prospect stalls or finds an excuse not to engage?
- If a customer or prospect ghosts or avoids you, what do you do?

Qualifying the Opportunity

- What are the questions you would ask to effectively qualify an opportunity?
- In what circumstances would you tell a prospect that your solution is not the right fit for them?
- How do you continue to qualify the opportunity throughout the sales process?
- How do you qualify an opportunity when you have limited contact time with the ultimate decision maker?
- How would you prepare for a discussion where you are going to qualify a customer or prospect?

Contract Negotiations

- When negotiating, what are the core challenges you see and how do you overcome them?
- In what circumstances would you apply or offer discounts?
- A prospect has been keen throughout the process but when it comes to negotiating, they say the price is too high. What do you do?
- How would you prepare for a discussion with a customer regarding commercial terms and pricing?

Closing the Deal

- How have you leveraged your champion to influence the other decision makers to close a deal?
- Can you give an example of how you created a sense of urgency to close a deal?
- [Although not an interview question, checking whether they use pre-closes/trial closes and a close at the end of the interview is often a good test to find out if they are a good closer or not.]
- Do you have any questions for me?

Pipeline Management and Revenue Focus

- How do you ensure accuracy in your sales forecasting?
- When would you walk away from a prospect?
- How do you balance the number of individual opportunities, pipeline in terms of revenue while ensuring the quality of the pipeline is high?
- Talk to me about your worst quarter or sustained period in sales and what you did to turn it around?
- Situation: In the last week you have lost a number of deals in your pipeline you were confident on. You are now going to struggle to hit quota unless you act soon. What do you do?

Sales Methodologies, Techniques and Evolutions

- Which sales methodologies have you used, and which are the most effective in your opinion?
- Cold calling. Is this dead in your opinion?
- How do you utilise social media to prospect, network, and keep in contact with clients?
- How do you think the buying and selling journeys will change in the future? What do you think we should be doing to stay ahead of the pack?
- Do you think there will be a major impact on the sales process because of the increasing number of remote and video meetings?
- Which sales tools have you used and are fond of? Are there any you have seen you would like to trial? And why? Are there any you don't like using?

Customer Centricity and Satisfaction

- What would you do after a new customer you brought on contacts you to say they are dissatisfied with the product/service they have had so far?
- Talk to me about a situation where you felt you went the extra mile for a customer.

Teamwork and Work Management

- How do you utilise all internal resources to help you get deals over the line?
- Do our values align with how you like to work?
- What methods do you use to keep on track of your work? Do you use digital to do lists, paper versions, time blocking, CRM tasks or other personal effectiveness techniques?
- How do you prioritise your activity?



NEED TO KNOW MORE?

If this short introduction to making talent acquisition's job easier has sparked any questions or you simply want to know more about how we help tech companies scale their commercial teams, then get in touch with us at:

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