
The following tool for **Screening and Hiring Interviews** is adapted from:

The Sales Manager's Guide to Greatness Online sales management training

This program provides the training course every sales manager needs to immediately increase effectiveness and drive sales growth. To learn more, visit:

<https://toplineleadership.com/online-sales-management-training-course/>

You can use the links on that page to watch a brief overview
AND watch a **complimentary lesson** on Deal Coaching.

Let's chat!

Use the link [here](https://calendly.com/kevin-101980) (<https://calendly.com/kevin-101980>) to schedule a conversation

Or email me at

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Make Your Sales Managers
**Great Coaches
& Team Leaders**
to Achieve
Consistent Sales Growth



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Tool: Screening and Hiring Interviews

Screening Interview Questions

Expect this to take about 20 minutes. Note that some questions here are repeated on the main interview question lists deliberately so you can see if the person is consistent in their answers.

1. What type of position are you looking for?
2. As a salesperson, what are you good at?
3. What do you like most about selling? What do you like the least?
4. On a scale of 1 (low) to 10 (high) how do you think your current/most recent sales manager will rate your contribution to the team when we talk to him or her?
5. In regards to your current (or most recent) sales position:
 - What were you hired to do?
 - What were your most outstanding achievements?
 - What aspect of the position did you find most frustrating?
 - What were/are your reasons for leaving that position?
6. Do you consider yourself coachable? Why or why not?
7. What kind of work environment do you think best suits your personality? Have you been in a work environment where you just didn't fit in? Why?
8. Since you have decided to make a job change, what criteria are you using to select your next employer?
9. What do you know about our company?

NOTES:

Interviewing Questions

This is a comprehensive list of questions to ask during the various interviews a job candidate will experience during your process. You want to ask questions that will help you evaluate not just the candidates Skill, but their Will and potential fit.

Pick and choose those you like for different interviews, or develop your own.

Skill Questions — Can the person sell?

1. What do you do to acquire new prospects?
2. When prospecting, what is your approach to setting a meeting?
3. What are the steps of your sales process?
4. Tell me about the last time a prospect rejected you.
5. What do you consider your strongest sales attribute?
6. What types of sales training have you been through?
7. Tell me about the largest sale you ever made.
8. Tell me about the largest sale you ever lost. Why did you lose it?
9. What weakness do you need to improve upon in order to sell more?
10. Do you consider yourself a quick learner? Give me an example of quick learning.
11. What was the #1 obstacle you faced in your current/last sales position? How did you deal with it?
12. Describe a sales opportunity that went bad. Was there anything you could have done differently to change the outcome?
13. What do you need to get better at? What are you doing about it?
14. How do you plan a sales presentation?
15. Tell me about your written communication skills.
16. In an initial meeting with a new prospect, what are you trying to accomplish?
17. In regards to your current or most recent sales position, what were three reasons why customers should have bought your product or service? ... How did you make these differentiators important to the prospect or customers?
18. How do you prepare for a major sales presentation?

Will Questions — How likely is it the person will love the position?

19. What steps did you take to prepare for this interview?
20. Tell me about your goals.
21. Give me an example of a situation in which you had to really fight to win.
22. Give me an example of a competitive situation where you lost.
23. What is the hardest thing you have ever had to go through? Why was that so difficult for you? What did you do to get through it? (Be specific.)
24. In which of your previous positions did you do the best? Why? ... In which of your previous positions were you least successful? Why?
25. What do you consider to be your greatest achievement in life so far? What did you have to overcome to achieve it?
26. What are you passionate about?
27. Tell me about a sales goal that you missed. What did you do about it? How did you respond?
28. If I were able to extend an offer to you, what would you want to know to make an educated decision?

Company or Cultural Fit — Will the person thrive in the environment?

Remember that the idea is to find someone who will fit in with the values of your organization, not someone who matches the manager's background and tastes.

29. Describe your ideal sales culture.
30. What do you think causes a salesperson to fail?
31. Describe a time when you had a conflict with a peer. What did you do to resolve it?
32. What type of manager rubs you the wrong way?
33. On a scale of 1(low) to 10 (high), how do you think your current/most recent boss will rate your contribution to the team when we talk to him or her?
34. Think of someone who had a major influence on your development. How did you change as a result?
35. What do you consider to be your greatest professional achievement?
36. What do you do in your spare time?
37. How coachable are you?
38. What type of work environment have you enjoyed the most in your career? The least?
39. What criticisms have been the most difficult for you to deal with?
40. What does "accountability" mean to you?
41. What motivates you?
42. How many hours per week do you work?
43. On a scale of 1 (low) to 10 (high), how competitive are you? Please give me an example.
44. Share with me a time when you developed an account from scratch. Walk step-by-step through the sequence of events that ultimately led to your company winning the contract.

Final question for YOU, interviewer— "Am I truly excited about having this person join my team?"