



# Top 100 B2B Sales Interview Questions



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Interviewing sales candidates is a daunting task. After all, the interview is the ultimate sales call. Often times, sales people are better prepared for the call than the interviewers. One of the first steps to successful sales person interviewing is to create a clearly-defined profile of your ideal sales person. After all, if you don't know what you are looking for, how will you find it? You can learn more about developing your ideal sales person profile and sales talent screening best practices by reading the following:



- ❖ [\*Identifying the Right Sales Talent for Your Company\*](#)
- ❖ [\*Sales Candidate Attributes – Desired or Required\*](#)
- ❖ [\*Beware of Hiring Your Competitor's Sales People\*](#)
- ❖ [\*The Power of Needs Analysis When Recruiting Sales Candidates\*](#)
- ❖ [\*Why Can't I Hire the Right Sales People?\*](#)
- ❖ [\*Are Applicants Ruining Your Brand?\*](#)
- ❖ [\*Motivating the Passive Sales Candidate\*](#)
- ❖ [\*Secrets Buried in a Sales Person's Resume\*](#)



This white paper presents the *Top 100 Sales Interview Questions*. However, these questions are just one component of the interview portion of your sales talent screening program. In addition, these are intended to be standard questions asked of every sales candidate under consideration. This approach empowers you to compare and contrast candidates to one another and to your ideal sales person profile. Other interview-type questions are needed to further expose synergies - or lack thereof – between the candidate and the role on your sales team.

The questions are not listed in any particular order. It is also not recommended that you ask all of them of every candidate nor should you read them verbatim. Select the ones that will help you best identify synergies as well as your desired responses. Your goal should be to create long-lasting, mutually beneficial relationships between your sales talent and the company.

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1. Since you have decided to make a job change, what criteria are you using to select your next employer?
2. What can you tell me about our company?
3. From reviewing our website, what is one change you would suggest we make to the site and why?
4. Having learned about our business (pre-interview), what opportunities do you feel we are missing?
5. What did you do to prepare for this interview today?
6. Why do you feel you are the best person for this role?
7. Share an experience when you lost a sale. What did you learn from it?
8. What three words would your sales manager use to describe you?
9. How do you generate leads?
10. When prospecting, what is your approach to setting a meeting?
11. Why do you think people buy from you?
12. No one is perfect... What is the one thing you are working to improve upon?
13. What do you do to improve your sales skills?
14. How do you research prospects before calling them?
15. What three words would your sales peers use to describe you?
16. If I were to speak with your manager, what would be the one thing that he or she would say is your biggest weakness?
17. If I were to speak with your manager, what would be the one thing that he or she would say is your biggest strength?
18. What is your greatest sales achievement? What made it special?
19. What do you feel it takes to be successful in sales?
20. What gets you out of bed and excited to start the day?
21. Of all of the careers you could select, why sales?
22. In your current sales role, how do you qualify an opportunity?
23. Share a goal that you set and how you achieved it. What do you attribute to your success?
24. Share a goal that you set, but failed to achieve. Why did you fail? What did you learn?
25. Share a time when your flexibility was challenged. How did you deal with that?

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26. Part of what makes our business successful is being responsive to the market which means constant change. How do you deal with change?
  27. How do you stay organized?
  28. Describe your ideal sales culture.
  29. Describe your ideal sales manager.
  30. How will you get up to speed in your sales role with our company?
  31. What is it about your background and skills that tell you that this opportunity is a great fit for you?
  32. What causes a sales person to fail?
  33. What do you think it takes to be successful in this sales role?
  34. What message do you leave on a prospect's voice mail to receive a return call?
  35. Rejection is a big part of sales. How do you recover?
  36. How do you overcome your top competitor ... status quo?
  37. What is your income goal for this year? What did you earn last year? Goal for next year?
  38. Where do you see your sales career in five years?
  39. Share a time when you had to "fight" internally to get your sale completed? What obstacles did you have to overcome? How did you do it?
  40. What's the most common/objection you experience when selling for your current company? How do you handle it?
  41. What is it about this opportunity that intrigues you?
  42. If you won the lottery, what would you do?
  43. What CRMs have you used in the past and how have they helped you sell more?
  44. In your current and past sales roles, who were the ultimate decision-makers (level) for your offering?
  45. How do you manage your territory so you call on the right prospects at the right time?
  46. Describe a time when you had a conflict with a peer. How did you resolve it?
  47. In your current sales role, what metrics do you use to keep yourself on track to achieve the annual sales goal?
  48. Share a time when you had to come up with a creative solution for a prospect.
  49. How do you create value with your clients?
  50. Why are you planning to leave your current sales role?
  51. What do you like least about your current sales manager?

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52. Describe your typical sales day (or week)?
  53. How much time do you dedicate to prospecting for new business each week?
  54. Share with me a time when you had a frustrated, upset client that was on the brink of leaving for a competitor. How did you handle it? What was the outcome? What did you learn?
  55. Share with me a time when you developed an account from scratch. Walk me step-by-step through the chronology of events that ultimately led to your being awarded the account.
  56. How would you describe your selling style?
  57. How do you stay up to speed on the news and trends in your industry?
  58. What sales websites do you visit to refine your craft?
  59. What business book has had the most influence on your sales career?
  60. What is the largest sale that you have ever won?
  61. Share a time when you took a small, current client and turned them into a large account.
  62. What three adjectives would you use to describe your ideal sales manager?
  63. What one factor do you attribute to your success?
  64. What is your sales call preparation plan?
  65. Share a time when you had to use multiple internal resources to win an account.
  66. What would be your plan to learn our industry?
  67. Do you prefer to work alone or with teams? Why?
  68. Who was your best mentor? How did they impact you?
  69. What management style do you thrive under?
  70. Have you been successful building a referral-based business? What is your strategy?
  71. What makes you unbeatable? (ask for examples)
  72. Share a time when your competitor was in the lead, but you overcame them and won the account.
  73. What is your Sunday evening routine?
  74. Share a time when you had to break the rules. What was the outcome?
  75. Given the choice of being liked or winning, which would you prefer? Why?
  76. How do you feel sales people should be managed?
  77. Share a time when your ethics were challenged. What was the outcome?
  78. If we were to extend an offer to you, what would you want to know to make an educated, informed decision?

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79. In your current sales role, what are your goals for the first meeting with a prospect?
  80. Given the choice of a sales role or a sales manager role, which would you prefer? Why?
  81. Since there are a number of influencers in the sales of our offering, what is your process to navigate through an account?
  82. Do you feel the Internet will make sales people go the way of the dinosaur?
  83. If you were selling for a company, making a lucrative income, but the product quality was poor; would you continue to sell for them?
  84. Describe a time when you took a leadership role (work or outside of work). What did you accomplish? What did you learn from the experience?
  85. Share a time with me when you got outsold by the competition. How did it happen? What did you learn?
  86. How do you define "success?"
  87. What is your approach in working with Procurement Agents?
  88. When you look at the sales profession, what changes do you foresee in the near future?
  89. What changes have you made in your selling approach in the last few years?
  90. What experience have you had in generating leads (and sales) from trade shows?
  91. How have you used social media to generate leads?
  92. We have two available sales roles in our company. One of the roles has the primary responsibility of expanding the revenue relationship with our clients. The other role is a pure business development role starting from scratch. The first role pays more in the first two years, but the other role is much more lucrative in future years. Which role is most of interest to you? Why?
  93. Scenario: Upon submitting your proposal to a client, they balk at the price. What is your resolution approach?
  94. Scenario: After building a relationship with a prospective client, it becomes apparent that this person does not have power to make a buying decision. What do you do?
  95. Scenario: Out of the blue a request for proposal (RFP) appears on your desk. You and your company have no history with this company. What is your blind RFP strategy?
  96. Scenario: You receive notification that your proposal has been selected as a finalist and are invited to make a group presentation. What is your approach to prepare for the finalist presentation?

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97. Scenario: In working with a prospect, you recognize that they need a particular product, but your company also offers a higher-priced one that pays a higher commission to the sales person. You could probably sell the more expensive product to the prospect. What do you do?
  98. Scenario: During a prospecting session, you encounter someone who immediately wants to know the price. If you give the price, you will lose because you are a high-priced provider, but offer significant advantages over the competition. If you don't give the price, the prospect hangs-up the phone frustrated. What do you do?
  99. Scenario: In your work with a prospect, you uncover that they do not have a budget for your solution. What do you do?
  100. What questions do you have of me?

My sincere thanks to those who contributed to the development of the *Top 100 B2B Sales Interview Questions*.

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