

Sales Representative Job Interview Questions And Answers



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Sales Representative Interview Questions And Answers Guide.

Question - 1:

Sell me this apple, pen, etc?

Ans:

Make sure that you are positive and excited about the product as you introduce it. You might say something like "I am so excited to tell you about how this apple can add to your eating pleasure and healthy diet." The non-verbal elements of your presentation will be as critical as your words, so make sure you pitch the product with an enthusiastic voice and facial expressions.

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Question - 2:

Why should I hire you as sales representative?

Ans:

I've been an Executive Assistant for the past ten years - my boss has said time and time again that without me, the organization would fall apart. I've also taken the time to educate myself on some of the software I regularly use (but didn't really understand the ins and outs of). I'm an Excel wiz now, which means I can work faster, and take over some of what my boss would traditionally have had to do himself. What's good enough for most people is never really good enough for me.

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Question - 3:

What sales representative work?

Ans:

Salesperson or agent (whether or not under the direct control of a firm) authorized to solicit business for a firm, and compensated usually through a commission or salary, or a combination of both.

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Question - 4:

Who is sales representative?

Ans:

A person employed to represent a business and to sell its merchandise (as to customers in a store or to customers who are visited).

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Question - 5:

When were you most satisfied in your job?

Ans:

I'm a people person. I was always happiest - and most satisfied - when I was interacting with customers, making sure I was able to meet their needs and giving them the best possible customer experience. It was my favorite part of the job, and it showed - I was rated as "Good or Excellent" 95% of the time. Part of the reason I'm interested in this job is that I know I'd have even more interaction with customers, on an even more critical level.

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Question - 6:

How do you explain your gap in employment?

Ans:

My work is important to me, so I won't be satisfied with any old job. Instead of rushing to accept the first thing that comes my way, I'm taking my time and being selective to make sure my next role is the right one.

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**Question - 7:**

Tell me what salary are you expecting from us?

Ans:

"I'm more interested in the role itself than the pay. That said, I'd expect to be paid the appropriate range for this role, based on my five years of experience. I also think a fair salary would bear in mind the high cost of living here in New York City.

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Question - 8:

Tell me where do you see yourself in five years?

Ans:

"In five years I'd like to have an even better understanding of this industry. Also, I really love working with people. Ultimately, I'd like to be in some type of managerial role at this company, where I can use my people skills and industry knowledge to benefit the people working for me, and the company as a whole.

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Question - 9:

Tell us about your qualities which described you?

Ans:

I'm really energetic, and a great communicator. Working in sales for two years helped me build confidence, and taught me the importance of customer loyalty. I've also got a track record of success. In my last role, I launched a company newsletter, which helped us build on our existing relationships and create new ones. Because of this, we ended up seeing a revenue increase of 10% over two years. I'm also really interested in how companies can use web tools to better market themselves, and would be committed to building on your existing platform.

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Question - 10:

Tell me why do you want to work in this industry?

Ans:

I've always loved shopping, but my interest in retail marketing really started when I worked at a neighborhood boutique. I knew our clothes were amazing, but that we weren't marketing them properly. So I worked with management to come up with a marketing strategy that increased our sales by 25% in a year. It was great to be able to contribute positively to an industry I feel so passionate about, and to help promote a product I really believed in.

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Question - 11:

What motivates you better?

Ans:

I am motivated by innovation. I like to try different things, and I love being in sales, because every customer brings the opportunity for a new approach.

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Question - 12:

Tell me what makes you a good sales person?

Ans:

I am very detail oriented, and that helps me in sales in many ways. I make sure that I know everything there is to know about the product I'm selling, so that I can answer any questions a customer may have to their satisfaction. I also like to know my territory in and out, and I like to find out about my customers personally, so I can better serve them.

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Question - 13:

Tell me what is more important, excellent customer service or a quality product?

Ans:

The quality product comes first. When you are able to provide a consistently high quality product, you are providing the customer with the most important aspect of customer service, a superior product experience.

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Question - 14:

What interests you most about this sales position?

Ans:

I'm an avid amateur golfer, and I find your company's products to be incredibly easy to use, and helpful to the average person. I believe selling something that I personally enjoy using so much makes me even more effective as a salesperson.

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Question - 15:

Tell me what do you least like about being in sales?

Ans:

I really enjoy being in sales, and I try to look at the whole package when assessing my likes and dislikes. While sometimes there is a difficult customer, or a company



who doesn't stand behind their product the way I'd like, the vast majority of the time, I am happy to help my customers, and proud of the companies I represent. When there is a small problem, I really believe it just helps to keep me focused.

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Question - 16:

What you find rewarding about being in sales?

Ans:

I think the most rewarding thing about sales is providing customers with the best service possible. I pride myself on making sure that a customer knows about the product they are purchasing, and has the ability to use it to its fullest potential.

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Question - 17:

What are your long term career goals?

Ans:

- * I expect to remain in sales throughout my career, moving from direct sales, and eventually into a management role.
- * I am interested in all aspects of the retail market, and see myself in the long term spending some time working in a variety of roles.

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Question - 18:

Tell me how you land your most successful sale?

Ans:

My most successful sale was one where I had taken over a customer from another salesperson who had to leave suddenly. I immediately contacted the person, and let them know the situation. I knew that my colleague was having a difficult time getting the client to commit to the purchase of a large motor home. Part of it was circumstantial, but when I was given the opportunity to take over the sale, I was able to give the customer some reflection time, and was ultimately able to close the sale.

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Question - 19:

What closing principles do you follow?

Ans:

- * Do not attempt to close until the buyer is ready.
- * When you propose a close, be silent until the buyer responds.
- * After the sale is made, quit selling.

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Question - 20:

Tell me which do you prefer a long or short sales cycle?

Ans:

I prefer a longer sales cycle, because the pace can be adjusted depending on the individual client you are dealing with. Some clients like to have a lot of information about a product right up front, are knowledgeable, and have a lot of technical questions. Others are more interested in the personal benefits of a product, and with a longer cycle, I have the time to spend letting them know about the features that make this the right product for them.

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Question - 21:

Have you consistently met your sales goals?

Ans:

I have always met or exceeded my professional sales goals, and most often my personal ones too, especially in the last few years. I think with experience, I have learned to set my personal goals at an attainable level, very high, but not unreachable.

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Question - 22:

Sales Representative interview questions part 2:

Ans:

- * What are some examples of your sales experience?
- * Describe the most difficult sales call you have made?
- * Describe what your sales cycle was like in your last job?
- * How often did you achieve your sales objectives?
- * Describe a time that you had to change your sales approach.
- * How do you handle the negotiation phase?
- * When do you decide that it is time to let a potential client go?

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Question - 23:

Sales Representative interview questions part 1:



Ans:

- * Sell me this pen?
- * How do you handle objections?
- * How do you handle rejection?
- * What do you consider the most important skills in sales?
- * What do you dislike about sales?
- * Is there any aspect of the sales process that you are particularly uncomfortable with?
- * How comfortable are you making phone calls?
- * Is there anyone you struggle to sell to?

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Question - 24:

Explain how do you move on from a rejection?

Ans:

Rejections are common within sales jobs, and one of the primary reasons that most personalities could not handle sales roles. Try to downplay how hard you take rejections, but feel free and be honest about a technique you use to handle rejection or answer with something like, "I simply move on to the next prospect, because a rejection is simply a sign that the individual was not yet ready for our solution."

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Question - 25:

Tell me are you uncomfortable making cold calls?

Ans:

Any interview questions about your discomfort in sales should always be responded to with a "no" without any elaboration. If you are uncomfortable, reevaluate whether the position is right for you.

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Question - 26:

Tell me what do you see are the key skills in ?

Ans:

Common sales interview questions and answers revolve around how you view the skills involved in a specific sales technique or aspect of the sales process. For example, "What do you see are the key skills in closing a sale?" Answers to these types of questions should always focus on responding to the buyer's concerns and on how the product or service will benefit the recipient.

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Question - 27:

What do you dislike about sales?

Ans:

Any time you are asked to provide a negative trait about the position you are applying for, you should tread carefully. An example of an answer that effectively resolves the question is, "Walking away from a sale when I know the prospect could benefit from our solution." This answer shows you know that there are times where you need to walk away and show that you understand that sales is about solutions.

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Question - 28:

Tell me what are the Most Important Sales Skills?

Ans:

Not everyone can handle sales. You need to have the right attitude and abilities. At your job interview, the interviewer will be looking for your sales skills, and the aspects of the process that help close deals. An example of a good answer includes "The ability to recognize both verbal and non-verbal cues to adapt the sales strategies you implement to impress the prospective buyer."

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Question - 29:

How you handle price objections by customers?

Ans:

They describe selling on value, not on price.

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Question - 30:

What closing techniques work best for you?

Ans:

Should be able to describe three different closing techniques.

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Question - 31:

How do you overcome buyer objections?



Ans:

Give examples.

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Question - 32:

What is your sales process, given a qualified lead?

Ans:

Look for logical steps including building a relationship and asking about the prospect's needs as the first two steps.

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Question - 33:

How many contacts do you make on a qualified lead?

Ans:

* Average number of contacts should be 12.

* Ask for the different types of contacts they make to qualified prospects.

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Question - 34:

How do you generate leads?

Ans:

Asking for referrals from current customers should be a large part of the answer.

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Question - 35:

What sales experience that demonstrates your work ethic?

Ans:

If they give a positive one, ask for a negative one. e.g. a time they failed and what they learned.

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Question - 36:

What was your most significant professional accomplishment?

Ans:

Keep asking for more and more detail to get insight into work ethic.

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Question - 37:

What was the reason for your success?

Ans:

Should have had concrete goals with metrics.

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Question - 38:

What total compensation are you seeking?

Ans:

Should be comfortable with a large share of compensation at risk (at least 50 per cent).

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Question - 39:

What types of products/services have you sold and how did you sell them?

Ans:

See if they understand how to sell "solutions" as opposed to "products" or "services".

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Question - 40:

What kind of goals motivate you the best?

Ans:

Should be enthusiastic about setting goals.

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Question - 41:



What image do you have of our company and this industry?

Ans:

Should have done a thorough job of research on your industry and company.

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