

Marketing and Sales Manager Job Interview Questions And Answers



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Marketing and Sales Manager Interview Questions And Answers Guide.

Question - 1:

Tell me about a time you failed?

Ans:

Everyone has failed, so don't play dumb or claim you've never messed up As Marketing and Sales Manager. Think of a time when a work-related situation didn't turn out quite as you had hoped. An interviewer is interested in seeing how you took responsibility for your failure, what you learned from it, and how you would prevent similar failures from happening again.

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Question - 2:

Where do you see yourself in five years? Ten years?

Ans:

Bad Answer: A generic or uninspired answer. Also, answers that show that this career/company is just a temporary stop for them.

Good answer: One that shows the candidate has thought about this question, has plans, and that those plans align with the job and a career path that is possible in the company. You want to see that this candidate is a good long term investment.

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Question - 3:

Do you have any blind spots?

Ans:

This question is often meant to trick candidates since acknowledgment of blind spots would indicate they were aware of them. Also, do not disclose bad habits or other personal concerns. Let the interviewer find out about your personal flaws through the course of the interview without directly stating these flaws.

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Question - 4:

What would you do if you won the lottery?

Ans:

The interviewer is asking this question to find out what your true passion is. Ideally it aligns to the type of work you're interviewing for. If not, tie it back in terms of how it relates to the job, for example, "I believe I'll learn the necessary skills in this job to pursue my passion later on in life."

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Question - 5:

Explain me what do you know about our company?

Ans:

Bad Answer: They don't know much about the company. If a candidate is serious and enthusiastic, they should have done some basic research.

Good answer: An answer that shows they've really done their homework and know what the company does, any important current events that involve the company, and the work culture.

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Question - 6:

Top 13 Situational Interview Questions As Marketing and Sales Manager:

Ans:

Situational interviews As Marketing and Sales Manager are similar to behavioral interview questions - but they are focused on the future, and ask hypothetical questions, whereas behavioral interview questions look at the past.

The advantage is that employers can put all candidates in the same hypothetical situations, and compare their answers.



1. What would you do if you made a strong recommendation in a meeting, but your colleagues decided against it?
2. How would you handle it if your team resisted a new idea or policy you introduced?
3. How would you handle it if the priorities for a project you were working on were suddenly changed?
4. What would you do if the work of an employee you managed didn't meet expectations?
5. What would you do if an important task was not up to standard, but the deadline to complete it had passed?
6. What steps would you take to make an important decision on the job As Marketing and Sales Manager?
7. How would you handle a colleague you were unable to form a positive relationship with?
8. What would you do if you disagreed with the way a manager wanted you to handle a problem?
9. What would you do if you were assigned to work with a difficult client As Marketing and Sales Manager?
10. What would you do if you worked hard on a solution to a problem, and your solution was criticized by your team?
11. How would you handle working closely with a colleague who was very different from you?
12. You're working on a key project that you can't complete, because you're waiting on work from a colleague. What do you do?
13. You realize that an early mistake in a project is going to put you behind deadline. What do you do?

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Question - 7:

Tell me about a decision you made recently and how you reached it As Marketing and Sales Manager?

Ans:

The key is to show that you put a lot of thought (weighing out the pros and cons) but were able to be decisive. Be sure to explain your logic in arriving at the decision.

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Question - 8:

If you were hiring a person for this job As Marketing and Sales Manager, what would you look for?

Ans:

Discuss qualities you possess required to successfully complete the job duties.

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Question - 9:

What kind of work interests you the most?

Ans:

You can talk about what you're passionate about. What motivates you. What excites you.

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Question - 10:

How do you adapt to new working environments As Marketing and Sales Manager?

Ans:

It's important that you demonstrate that you can adapt to changing environments quickly. You want to stress that you can manage change. The one thing in life that is constant after all, is change.

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Question - 11:

Do you know anyone working with this organization?

Ans:

It would be great if you did - then you could potentially use them as a referral if they thought highly of you.

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Question - 12:

What is the difference between a big ego and a healthy ego?

Ans:

"Ego" should be replaced by confidence. It's good to be confident as it shows that you know what you're doing. However, a big ego is when confidence spirals out of control and you become arrogant.

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Question - 13:

How do you prioritize your work?

Ans:

Depends on the situation... I like to label certain tasks as either A B or C...A being the one that requires immediate attention, and C which are tasks that aren't urgent but eventually need to get done... I like to focus my work As Marketing and Sales Manager on the things that need to get done, and done quickly... While balancing the other work alongside our first priorities.

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Question - 14:

How do you measure success?

Ans:



There may be several good answers. Some include: you're able to set realistic, yet aggressive goals that push you and you're able to achieve them, you go the extra mile on all projects, client satisfaction is high, your boss is elated at your performance on all projects, etc.

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Question - 15:

The change in the business industry now requires you to have a new set of skills you have to learn, how do you react to that?

Ans:

First, find out which skills are the ones that you're currently lacking. Then identify what the steps would be to acquire/build those skills. Then take action to do so.

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Question - 16:

What can you offer me that another person can't?

Ans:

This is when you talk about your record of getting things done. Go into specifics from your resume and portfolio; show an employer your value and how you'd be an asset.

You have to say, "I'm the best person for the job As Marketing and Sales Manager. I know there are other candidates who could fill this position, but my passion for excellence sets me apart from the pack. I am committed to always producing the best results. For example..."

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Question - 17:

What education or training have you had that makes you fit for this profession As Marketing and Sales Manager?

Ans:

This would be the first question asked in any interview. Therefore, it is important that you give a proper reply to the question regarding your education. You should have all the documents and certificates pertaining to your education and/or training, although time may not allow the interviewer to review all of them.

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Question - 18:

What position do you prefer on a team working on a project?

Ans:

Do not claim to be comfortable with a specific role if you in are in fact not comfortable with it. However, if you have no problem working in certain roles or situations, be sure to discuss this with the interviewer.

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Question - 19:

What relevant work experience do you have in this career field As Marketing and Sales Manager?

Ans:

Talk about specific work related experience for the position you're interviewing for. Make sure the experience is relevant. Don't talk about previous experience that is not related to the position in question. If you don't have specific career related experience speak about prior experience that has helped you develop the specific knowledge and skills required for the position you are applying for.

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Question - 20:

Give me an example of a time when you were able to successfully communicate with another person even when that individual may not have personally liked you (or vice versa). How did you handle the situation? What obstacles or difficulties did you face? How did you deal with them?

Ans:

First, the key is to state the differences in personality to give the interviewer some background. Second, you want to discuss how that was affecting the situation. Third, show how you were able to adapt to the way the person wanted to be communicated with to achieve your goals

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Question - 21:

Name five characteristics that describe you?

Ans:

Here are a few you could choose from:

Hard working, strong willed, persistent, intelligent, adept, amicable, friendly, collaborative, eager, humble.

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Question - 22:

Tell me about a time when you were forced to make an unpopular decision?

Ans:

Not every decision is popular. In fact, almost every decision is bound to make someone unhappy at some point. The key is to demonstrate how it impacted others positively and why you chose it.

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**Question - 23:**

How open are you to relocation?

Ans:

If you're not, then say you're not. Don't lie about it just to get the job. There's no point if you won't move for the job anyway and lying is unethical. If you are open to relocation As Marketing and Sales Manager, let them know which areas you'd be willing to relocate to.

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Question - 24:

What is it about this position As Marketing and Sales Manager that attracts you the most?

Ans:

Use your knowledge of the job description to demonstrate how you are a suitable match for the role.

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Question - 25:

Did you get on well with your last manager?

Ans:

A dreaded question for many! When answering this question never give a negative answer. "I did not get on with my manager" or "The management did not run the business well" will show you in a negative light and reduce your chance of a job offer. Answer the question positively, emphasizing that you have been looking for a career progression. Start by telling the interviewer what you gained from your last job As Marketing and Sales Manager

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Question - 26:

Describe your vision of your perfect dream job?

Ans:

Ideally, the role you're applying for either is that dream job or will help you get to it. If it's going to help you get there, describe the elements of that job role that you are passionate about so that it ties to the vision of what your dream job is. Be honest and talk about the type of work environment, management team / leadership, coworkers, culture, vision and products/services you'd like your dream job to entail.

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Question - 27:

How do you imagine a typical day of an employee in our company As Marketing and Sales Manager?

Ans:

Just do not say that you imagine to only walk and watch what people do. Rather try to show them your attention to details and proactive attitude to job. Mention that you would try to observe the problems, weaknesses as well as opportunities to improve the results and take measures according to it.

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Question - 28:

How important is the vision of the company to you?

Ans:

It should be very important if you want a long standing career. Remember, you're investing your time, energy and earnings potential into a company so you want to make sure it's a sustainably successful company that will grow with you over the long haul.

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Question - 29:

How do you feel about giving back to the community?

Ans:

Describe your charitable activities to showcase that community work is important to you. If you haven't done one yet, go to www.globalguideline.com - charitable work is a great way to learn about other people and it's an important part of society - GET INVOLVED!

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Question - 30:

What are you most proud of?

Ans:

You should be proud of all your achievements As Marketing and Sales Manager! We just don't have time to hear them all as interviewers most likely. Focus on 1 really good achievement that showcases characteristics like the following: Integrity, competitiveness, resourcefulness, intelligence, persistence, and so forth.

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Question - 31:

How would your former employer describe you?

Ans:

In all likelihood, the interviewer will actually speak with your former employer so honesty is key. Answer as confidently and positively as possible and list all of the positive things your past employer would recognize about you. Do not make the mistake of simply saying you are responsible, organized, and dependable. Instead, include traits that are directly related to your work as a medical assistant, such as the ability to handle stressful situations and difficult patients, the way you kept



meticulous records, and more.

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Question - 32:

Why do you want to work in this industry As Marketing and Sales Manager?

Ans:

Make sure you research the industry first. Then find at least 3 core things about that industry that you're passionate about (for example: how their solutions impact clients, their culture, the leadership, etc)

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Question - 33:

Why are you leaving the present company?

Ans:

According to me we can not grow in the field without taking more responsibilities and risks and also we can't enhance our team leading capabilities, managerial skills without expose to wide range of people.

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Question - 34:

What is your greatest failure As Marketing and Sales Manager, and what did you learn from it?

Ans:

When I was in college, I took an art class to supplement my curriculum. I didn't take it very seriously, and assumed that, compared to my Engineering classes, it would be a walk in the park. My failing grades at midterm showed me otherwise. I'd even jeopardized my scholarship status. I knew I had to get my act together. I spent the rest of the semester making up for it, ended up getting a decent grade in the class. I learned that no matter what I'm doing, I should strive to do it to the best of my ability. Otherwise, it's not worth doing at all.

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Question - 35:

What are three positive characteristics you wish you had?

Ans:

The key here is to be honest about your wish list but then to describe how you plan on developing or growing those characteristics so that it becomes a reality. For example, I wish I had a stronger work ethic and I am reading a book right now about how to instill a better discipline around getting work done efficiently.

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Question - 36:

Describe a time when you had to help a coworker out that did not directly benefit you?

Ans:

There should be many times where you've assisted others As Marketing and Sales Manager. If you haven't, think of how you would in the future. You can discuss charitable causes, how you mentored someone, and so on.

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Question - 37:

Have you ever mentored anyone before? If yes, describe the situation?

Ans:

Describe a time where you've helped someone else. Mentor ships can be informal so as you've helped someone over a period of time that can certainly count. The key is to highlight how you utilized certain skills/attributes like coaching, teaching, patience, communication skills, and so forth to mentor that person.

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Question - 38:

What type of mentors do you seek out and why?

Ans:

Think of your top 3 mentors and what attributes they exhibit that you want to emulate. Common attributes include passion, desire, will, leadership, ability to influence others, intelligence.

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Question - 39:

How do you inspire others to be better?

Ans:

First, the key to inspiring others is to first understand what their goals and objectives are. Once you understand what people want, you can inspire them with a vision that aligns to what they care about. People generally care about having purpose, being successful (and being recognized for it), contributing in a meaningful way, and financial rewards (to a degree) and much more. Then once you understand what people set as goals, you can inspire them through 1:1 pep talks, a presentation to multiple people and so forth.

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**Question - 40:**

Describe to me a time where you had to make a hard decision As Marketing and Sales Manager?

Ans:

Hard decisions are hard for a reason. It could dramatically effect the company. It could affect other workers. So if you have a story about how you made a hard decision and had a good outcome, share that. If you have one where the outcome wasn't great, explain how you would have changed the way you approached the decision to show you learned how to improve.

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Question - 41:

What is the most important lesson / skill you've learned from school?

Ans:

Think of lessons learned in extra curricular activities, in clubs, in classes that had a profound impact on your personal development. For example, I had to lead a team of 5 people on a school project and learned to get people with drastically different personalities to work together as a team to achieve our objective.

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Question - 42:

In what areas do you think you will need guidance?

Ans:

Think about what you need to learn going into the job. Skill sets, industry knowledge, relationship building, team dynamics. Which areas are ones you're lacking?

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Question - 43:

What does "collaboration with teammates" mean to you?

Ans:

Drinking at the water cooler together is not the best example. Think of how you can collaborate with teammates to generate new ideas, to create initiatives to impact the business' success for the better (specifically in the department that you're applying for). For example, if you're applying to marketing, collaboration could mean discussing new ways of social media advertising to reach an audience of over a million people to strengthen the brand awareness of the company.

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Question - 44:

What makes you a good manager?

Ans:

Describe how you manage people, time, money and energy in the most effective manner to achieve the best return of that investment.

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Question - 45:

Explain an occasion when you had to adapt in the face of a difficult situation?

Ans:

One of the most useful interview tactics is to remain positive about your work and achievements. This question lets the candidate draw on their own personal history to show how they have been positive and successful in the face of difficulties. Choose a specific occasion to describe, rather than dealing with generic platitudes.

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Question - 46:

Why do you want to work As Marketing and Sales Manager for this organisation?

Ans:

Being unfamiliar with the organisation will spoil your chances with 75% of interviewers, according to one survey, so take this chance to show you have done your preparation and know the company inside and out. You will now have the chance to demonstrate that you've done your research, so reply mentioning all the positive things you have found out about the organisation and its sector etc. This means you'll have an enjoyable work environment and stability of employment etc - everything that brings out the best in you.

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Question - 47:

How good are you at problem solving?

Ans:

Describe the problem first and then discuss how you were able to fix it.

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Question - 48:

What schedule do you hope to work? Are you willing to work extra hours?

Ans:

Be honest. If you really want the job and are willing to work any schedule needed, say so. If, however, you have no intention of working late hours or weekends, simply let the interviewer know the hours that you are available to work. The same applies to extra hours. You are more likely to be hired if you are willing to work any time you are needed. However, saying that you are willing and then complaining about the hours once you start working is a recipe for disaster.



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Question - 49:

What techniques and tools do you use to keep yourself organized As Marketing and Sales Manager?

Ans:

Utilizing a calendar, having a notebook with your "to do" list, focusing on your top 3 priorities each and every day, utilizing a systematic way of storing documents on your computer (like box.net)

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Question - 50:

What's your salary history?

Ans:

When you are interviewing for a new job, it is common practice for the company to ask you about your salary history. I typically want to know what the candidate's base salary is, if they receive any bonus, the average bonus amount, and any additional compensation or perks, such as 500k matching, stock grants or stock options, paid time off and how much they are required to pay towards their medical premiums.

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Question - 51:

Give me an example of when you competed hard and won?

Ans:

You can reference many different areas here when discussing a story of where you won in competition: Work experience (ideal), sports, clubs, classes, projects.

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Question - 52:

What do you know about this department?

Ans:

One good way to find out about the department is to try to "informally" interview the existing employees over coffee (outside of the office) if possible. It's hard if you don't have any connections there, but if you do a great way to learn about it. Other than that, it's often hard to learn about the department so you can turn the table back on them by asking questions to learn about it.

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Question - 53:

How much time do you need to join the organization As Marketing and Sales Manager?

Ans:

You should be able to join it right away, barring plans you've already made (family travel, vacation, other obligations). The key is to simply be open in communication of what's already committed on your schedule. Most companies are accommodating. If they are not, weight the importance of joining that company vs. your plans.

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Question - 54:

If I talked to your three biggest fans, who would they be and why?

Ans:

If you can reference three professionals with executive titles (CXO, VP, Director, Manager), that carries a lot of weight. Make sure you highlight how you've helped them achieve their biggest objectives and how that's made them your fan.

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Question - 55:

How do you decide what to delegate and to whom?

Ans:

Identify the strengths of your team members and their availability based on the priorities they have on their plate. From there, invest the tasks upon each member based on where you think you'll get the best return.

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Question - 56:

Are you aggressive?

Ans:

If you are, describe it through a story / experience that you had. If you aren't, then explain why you're not. If the job role asks for you to be aggressive/not aggressive and you're the opposite of it, explain how you would develop that characteristic.

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Question - 57:

How much do you expect to get paid As Marketing and Sales Manager?



Ans:

For this be prepared and research salary to find out what similar positions are paying in your area before you go to the interview. Try to find this information out before giving your salary expectations. You can and should provide a range instead of an exact number. But again, don't say any numbers you're not comfortable with because if the employer offers you a salary at the lowest end of your range, you don't have much to negotiate with when it comes to getting a higher salary.

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Question - 58:

Describe to me the position As Marketing and Sales Manager you're applying for?

Ans:

This is a "homework" question, too, but it also gives some clues as to the perspective the person brings to the table. The best preparation you can do is to read the job description and repeat it to yourself in your own words so that you can do this smoothly at the interview.

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Question - 59:

Tell me one thing about yourself you wouldn't want me to know?

Ans:

Talk about a trait that you would consider a weakness. No need to talk about your deepest darkest secrets here.

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Question - 60:

Do you have good computer skills?

Ans:

It is becoming increasingly important for medical assistants to be knowledgeable about computers. If you are a long-time computer user with experience with different software applications, mention it. It is also a good idea to mention any other computer skills you have, such as a high typing rate, website creation, and more.

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Question - 61:

How would you rate your communication and interpersonal skills for this job As Marketing and Sales Manager?

Ans:

These are important for support workers. But they differ from the communication skills of a CEO or a desktop support technician. Communication must be adapted to the special ways and needs of the clients. Workers must be able to not only understand and help their clients, but must project empathy and be a warm, humane presence in their lives.

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Question - 62:

Does your boss know you're here today?

Ans:

Usually, you probably haven't told your boss for obvious reasons. So it's ok to say that they do not. You don't want to upset the balance at your current job after all and nothing is guaranteed in an interview. The interviewer should understand this stance.

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Question - 63:

When was the last time something upset you at work? What did you do?

Ans:

Almost everyone has an emotional moment related to work at some point - you're not alone. The key is to learn why you reacted that way and to focus not on the problem but HOW to resolve it. Another key component is to be aware of your emotional response so that you can learn to control it in the future in a calm way.

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Question - 64:

What types of personalities do you work with best?

Ans:

In the past, I have found it difficult to work with others who see themselves as better than others, who can take criticism, and who refuse to work with others. I have found it challenging to work with them b/c I am a team oriented person who feels the importance of working together over the needs of the individual especially in a learning environment.

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Question - 65:

Have you got any questions?

Ans:

This is your final opportunity to persuade the interviewer that you are the right candidate for the job. Now is not the time to ask questions about holidays, pay or pensions - all these things can be asked later when you get an offer of employment. Now is the time to ask about any reservations that the interviewer may have about your suitability for the role. You will then give yourself one last chance to persuade the interviewer that you are the right candidate for the job.

Example Thank you. I think we have covered everything. Before we finish the interview I would like to take the opportunity to ask if you have any reservations about my suitability for this role?



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Question - 66:

What type of work environment do you prefer?

Ans:

Ideally one that's similar to the environment of the company you're applying to. Be specific.

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Question - 67:

How would you go about establishing your credibility quickly As Marketing and Sales Manager with the team?

Ans:

Fully understand my responsibilities, work hard and exceed expectations, learn as much as possible, help others as much as possible, understand what my teammates' goals and needs are, be on time, and gain a mentor.

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