

97 outside sales representative interview questions to hire top talent

Questions

1. Tell me about a time you had to convince someone to see things your way. What did you do?
2. Imagine you have a product nobody seems to want. How would you get people interested?
3. If a customer is really upset, how would you try to make them happy again?
4. Describe a situation where you had to work really hard to meet a goal. What did you learn?
5. Suppose you promised a customer something you couldn't deliver. What do you do now?
6. If you could only pick three words to describe yourself, what would they be and why?
7. Tell me about a time you failed. What did you learn from it?
8. What's your favorite thing about talking to new people?
9. How do you stay organized when you have a lot of things to do?
10. If a customer says 'no' to buying something, what would you do next?
11. Describe a time when you had to solve a problem quickly. What steps did you take?
12. What makes you want to work in sales instead of another job?
13. How would you describe our product/service to someone who has never heard of it?
14. What do you know about our company, and why do you want to work here specifically?
15. How do you handle rejection or hearing 'no' a lot?
16. If you disagree with your manager, how would you handle that situation?
17. What strategies would you use to find new customers?
18. How do you motivate yourself when things get tough?
19. Let's say a customer asks you a question you don't know the answer to. What do you do?
20. How comfortable are you using technology like CRM software or sales tools?
21. Tell me about a time you had to learn something new quickly. How did you approach it?
22. What are your salary expectations for this role?
23. Do you prefer working independently or as part of a team, and why?
24. How would you go about building trust with a new client?
25. What are some of your hobbies or interests outside of work?
26. Can you share an example of a time when you went above and beyond for someone?
27. How do you stay up-to-date with the latest industry trends?
28. What questions do you have for me about this role or our company?
29. Tell me about a time you had to convince someone to try something new. What did you do?
30. Imagine you are selling ice cream in winter, how will you still convince people to buy ice cream?
31. If a customer is unhappy with your service, what steps would you take to resolve the issue?
32. Describe a situation where you had to learn something quickly. How did you approach it?
33. What does customer service mean to you, and why is it important in sales?
34. If you don't know the answer to a customer's question, what would you do?
35. Have you ever failed to meet a goal? What did you learn from that experience?
36. How do you handle rejection in a sales environment?
37. Explain a product or service you find interesting, as if you were selling it to me.
38. What are some ways to find new customers for our company?
39. How do you stay organized and manage your time effectively?
40. Tell me about a time you had to work with someone who had a different personality than you. How did you make it work?
41. What motivates you to succeed in a sales role?
42. What are your salary expectations for this position?
43. Describe a time you went above and beyond to help someone.
44. How familiar are you with using CRM software, like Salesforce?
45. What is the difference between sales and customer service?
46. What do you think is the most important skill for an outside sales representative?
47. How do you stay up-to-date with industry trends and new products?
48. Tell me about a time when you had to adapt to a change in plans. How did you handle it?
49. Describe a time you had to quickly adapt your sales strategy based on a client's immediate feedback. What did you learn?
50. How do you typically prioritize your client visits and sales activities in a given week to maximize your effectiveness?
51. Tell me about a sales deal that initially seemed promising but ultimately fell through. What happened, and what would you do differently?
52. Explain your approach to handling objections during a sales presentation. Can you give a specific example?
53. What methods do you use to stay up-to-date on industry trends and competitor activities, and how does this knowledge inform your sales strategy?
54. Describe your experience with CRM software. How do you use it to manage your sales pipeline and client relationships effectively?
55. How do you build rapport with new clients, especially when facing tight deadlines or challenging personalities?
56. Walk me through your process for qualifying leads. What key criteria do you use to determine if a lead is worth pursuing?
57. Share a time you exceeded your sales quota. What specific actions or strategies contributed to your success?
58. How do you handle the pressure of meeting sales targets, and what motivates you to consistently perform at a high level?
59. Imagine a client is consistently unhappy with your company's product, but you believe they can still benefit from it. How do you approach the situation?
60. What role does collaboration with internal teams (like marketing or customer service) play in your sales process, and how do you foster effective communication?
61. If you noticed a significant drop in sales in your territory, what steps would you take to analyze the problem and implement a solution?
62. Describe your experience with negotiating contracts or pricing with clients. What strategies have you found to be most effective?
63. How do you ensure that you are providing excellent customer service even after a sale is closed, and why is this important?
64. Tell me about a time you had to deliver bad news to a client. How did you handle the situation, and what was the outcome?
65. What is your strategy for maintaining long-term relationships with key clients, and how do you measure the success of these relationships?
66. How do you leverage social media or other online platforms to connect with potential clients and build your professional network?
67. Describe your approach to time management and organization when working independently in the field. What tools or techniques do you find most helpful?
68. How do you solicit and utilize feedback from clients to improve your sales approach and the overall customer experience?
69. Describe a time you had to quickly adapt your sales strategy based on new market information or competitor actions. What did you do, and what was the outcome?
70. Share an experience where you had to manage a complex sales cycle with multiple stakeholders. How did you navigate the different interests and close the deal?
71. Tell me about a time you failed to meet a sales target. What did you learn from that experience, and what changes did you implement afterward?
72. How do you stay motivated and maintain a positive attitude when facing consistent rejection in the field?
73. Explain your approach to building and maintaining long-term relationships with key clients.
74. Describe your experience with using CRM software and other sales tools to manage your pipeline and track your performance.
75. Walk me through your process for identifying and qualifying new leads in a specific territory.
76. How do you handle objections from potential clients regarding price, features, or service?
77. What strategies do you use to differentiate yourself and your company from the competition in a crowded market?
78. Tell me about a time you had to resolve a conflict or disagreement with a client. How did you approach the situation and reach a resolution?
79. How do you stay up-to-date on industry trends and product knowledge in your field?
80. Describe your experience with negotiating contracts and closing deals of varying sizes and complexity.
81. What is your strategy for managing your time and prioritizing tasks when you have a large and diverse territory to cover?
82. Share an example of a time you went above and beyond to meet a client's needs or exceed their expectations.
83. How do you measure your own success as an outside sales representative beyond just meeting your sales quota?
84. Explain how you leverage social media or other online platforms to generate leads and connect with potential clients.
85. Describe a time you successfully turned a cold lead into a loyal customer. What was your approach?
86. How do you handle the pressure of working independently and managing your own schedule in the field?
87. What methods do you use to analyze your sales performance and identify areas for improvement?
88. Tell me about a time when you had to present a complex product or service to a group of potential clients.
89. How do you build trust and credibility with potential clients during the initial stages of the sales process?
90. Describe your experience with developing and executing a sales plan for a new product or territory.
91. What are your strategies for effectively communicating with clients from different backgrounds and industries?
92. Share an example of a time when you had to overcome a significant obstacle to close a deal.
93. How do you handle situations where a client is unhappy with your company's product or service?
94. Explain your process for forecasting sales and accurately predicting future revenue.