

HIRE A HUNTER

INTERVIEW GUIDE



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16 ILLUMINATING INTERVIEW QUESTIONS

Hiring your next hunter? Learn how to cut through sales talk and identify the right person. A great sales interview invites the candidate to demonstrate their innate sales capability, as well as their level of resilience, and ability to handle objections. Ask these interview questions of your sales candidates to help build a capable and profitable sales team.

1	<p>You've got a lot of great qualifications which is why we're having this conversation. However, there's one major thing that I just can't get past..."</p> <p><i>It doesn't matter what the issue is. I might pick apart something like using too many spicy adjectives versus concrete numbers in their resume. Or it could be about job-hopping. It's not even unusual for it to be, "Your resume is too perfect, and that always makes me nervous. Nobody is perfect."</i></p> <p><i>Here's the test:</i></p> <ol style="list-style-type: none"> <i>1. Resiliency - I want to see if this person can bounce back immediately from a setback, particularly early in a 'sales call' such as this. This attribute isn't explored enough when hiring most salespeople.</i> <i>2. They should be quite effective at selling themselves. It's a product I hope they know very well.</i> <i>3. How they handle the objection tells me about their coachability (if they are defensive) and their selling style (if they are problem-solvers) which amounts to quite a bit of mileage from one question.</i>
2	<p>What do you sell now?</p> <p><i>This gives visibility into their elevator pitch.</i></p>
3	<p>Why do people buy it?</p> <p><i>Do they understand the customer pains they're solving?</i></p>
4	<p>Why would they buy your solution over the competition?</p> <p><i>This demonstrates their expertise in delivering competitive positioning and value proposition.</i></p>
5	<p>What do you think this job will require that is not on the job description?</p> <p><i>By far the best opportunity to sell themselves.</i></p>
6	<p>Why should I hire you?</p> <p><i>If they proceed to tell you every single reason why they're your best candidate without ever asking you who you're looking for and anything of your expectations, then don't hire them.</i></p>

7	Describe an ambitious goal that you have met and the plan that you used to complete the goal.
8	What would you say your one or two biggest failures or mistakes were in life? What did you learn from them?
9	What do you think are the most important skills in succeeding in sales?
10	Tell me about your last three days at work. Please fill me in from start to finish each day.
11	What are your top three open-ended questions for initial sales calls?
12	What type of sales cycle is most rewarding to you? A long cycle for a large ticket item or smaller and more frequent sales?
13	Describe a time where you used a creative approach in meeting a sales goal or making a sale?
14	Tell me about the most difficult time you had selling a product or service to someone?
15	What do you say when the prospect says everything looks good, except the price?
16	What do you say when the prospect says send me some information?

Want to go deeper?

WORK WITH US

90-minute sales audit session

Get an expert review of your current sales capabilities with renowned sales expert, Peter McKeon.

For the past 20 years, Salesmasters International has helped thousands of business owners transform their sales. In this 90-minute on-site audit session, Peter will get under the bonnet of your sales and give you a clear understanding of where you are now, and your opportunities for growth. You will walk away with a clearer path forward, and 3 quick wins that you can implement in your business right now.



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