

COMMON INTERVIEW QUESTIONS & HOW TO ANSWER

WHY SALES?

WHY (COMPANY NAME)?

TELL ME ABOUT YOURSELF?

TELL ME A TIME YOU SUCCEEDED?

TELL ME A TIME YOU FAILED?

**WHAT WILL BE YOUR GREATEST CHALLENGE
IN THE FIRST 3 MONTHS?**

**HOW WOULD YOU RESPOND TO A
CUSTOMER WHO WASN'T INTERESTED IN
BUYING YOUR PRODUCT?**

WHY SHOULD WE HIRE YOU?



**COLLEGIATE
SALES SOCIETY**

WHY SALES?

Don't be afraid to say that you are financially motivated. Most people think you shouldn't talk about money in an interview, but you are interviewing for a sales role so money should be a major motivator. You should have a reason for being financially motivated and explain why. For example, I am an incredibly competitive person that excels in a metrics driven environment. This position would allow me to make the income needed to pay back my college loans well ahead of schedule. Tell a story of when you first realized you wanted to be in sales, why you're the best candidate, and how you plan to succeed with your skills. If you're applying for your first job don't be afraid to draw on experiences you do have. Talk about the time you had a lemonade stand, helped with recruitment for your sorority or fraternity, or a class you took.

Why (Company Name)?

Be specific in why you want to work for a company. You can not just copy and paste a company name here from interview to interview and have it make sense. Talk about reasons you are excited about company culture, products or services, industry, values, investors, etc. Your interests should overlap with the company and role on multiple levels.

Here your focus should be on:

- Why are you a good fit given their interests?
- How do you know you'll be successful selling their product?
- What value or skills do you bring to the table?



- 1** Start with your past.
- 2** Move to the present.
- 3** Describe your future.

**Tell me
about yourself.**

When answering the question tell me about yourself consider...

Using the past, present, and future format to craft your response. Mention your past experiences and their success as it relates to the position you're applying for. Focus on your present job and strengths, utilizing your personality to break the ice. If this will be your first job use experiences you do have like classes you've taken, a sport you have played or a time you interned with a company. Transition to the present by explaining how the position you're applying for plays into your future goals. Your overall pitch should be answered in about 90 seconds. This is often the question most interviewees struggle with so be prepared and practice how you'd like to answer it.

Tell me a time you've succeeded?

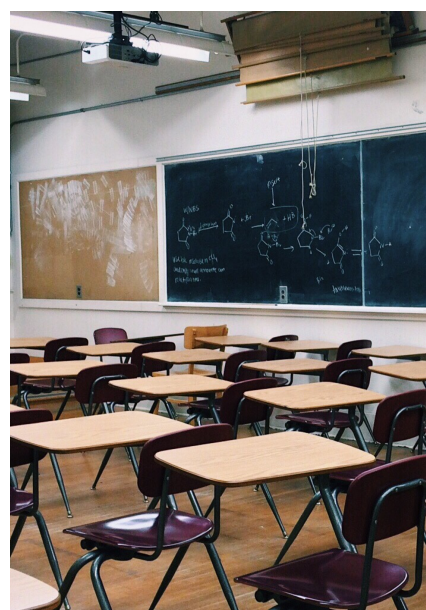
This question should speak to your drive. Use the STAR method to describe a time you have demonstrated success. STAR refers to Situation, Task, Action, and Result. Using this method you will be able to develop a real-life example that shows your strengths.



Tell me a time you've failed?

Here you should acknowledge how you have grown from your experience. Highlight your ability to reflect, plan, and self-improve. No one is perfect and being able to own up to your vulnerabilities is a skill.

Your response should include being able to answer: What did you learn from your mistake? How did you grow? How do you know it won't happen again?



*Bonus Question: What would your coworkers say about your work?
Answer: Be positive but specific, giving individualized responses.*

WHAT WILL BE YOUR GREATEST CHALLENGE IN THE FIRST 3 MONTHS?

Keep your answer concise. You should know the traits the company and industry depends on. Acknowledge and recognize the role may be hard, but highlight what you can bring to the table. How can your personal traits or knowledge contribute regularly to their company or team? Look for positivity and how to handle adversity.

For example, your greatest challenge might be working with customers not interested in listening to your sales pitch? Walk through how you might respond and handle the situation.

In sales there is not a one size fits all solution to working with customers. A proper response to this question might include reading or listening to body language or cues of the person you're talking to. The situation might include that the customer had a prior bad interaction with your company. Your response would include listening to the complaint and explaining how you would have handled the situation. Showing empathy and offering a better service can have positive results.

How would you respond to a customer who wasn't interest in buying your product?

When formulating your response in this scenario:

- Ask good follow up questions.
- Rethink your messaging.
- Be polite.
- Don't get discouraged.
- Try another approach.

Why should we hire you?

Here is your chance to show you have been practicing active listening throughout the interview. Show what makes you unique for this role and SELL YOURSELF! Show that you can close a deal. Answer with the following:

- Show you've researched the company and understand the position.
- Recap why you're a great fit for the job.
- Show personality! Why are you excited about the work and how will you succeed.

