

Sales Professional interview checklist

Sales hiring usually has an HR screen, one or two rounds with the sales manager that include a role play or sell-me-this pitch, and a final round with the regional or business head focused on targets and pay.

10 QUESTIONS TO PRACTISE OUT LOUD

1. Walk me through your sales process, from first contact to closing a deal.

What it checks: Whether you work to a repeatable process with clear stages and next steps, rather than relying on luck or personality.

2. Tell me about a quarter when you missed your target.

What it checks: Honesty and ownership about failure, and whether you diagnose causes and change your approach rather than blaming the market.

3. What fixed and variable pay split are you looking for?

What it checks: Whether your salary expectations are clear and linked to your track record, and whether you are comfortable with incentive-based pay.

4. How do you qualify a lead? Which framework do you use?

What it checks: Whether you can separate real opportunities from time-wasters using a framework like BANT or MEDDIC, and apply it in conversation.

5. Tell me about a large deal you lost and what you learned.

What it checks: Learning from losses: whether you seek real feedback and change your process, not just blame price.

6. Why are you leaving your current sales job?

What it checks: Whether your reason is positive and credible, and that you are not hiding performance problems or running from targets.

7. Sell me this pen.

What it checks: Whether you ask questions before pitching, link features to the buyer's need and ask for the close, not how clever your pitch sounds.

8. Tell me about a conflict with a colleague over a lead or territory.

What it checks: Teamwork and fairness in a competitive environment, and whether you resolve disputes without damaging the customer experience.

9. This role needs travel for about half the month. Are you comfortable with that?

What it checks: Your honest readiness for field travel, which is a common reason sales hires leave early.

10. A customer says your price is too high. How do you respond?

What it checks: Objection handling skill: finding the real concern, reframing to value and protecting margin instead of discounting straight away.

TIPS FOR THIS INTERVIEW

- Know your numbers exactly: target, achievement for each of the last few quarters, average deal size and sales cycle, since interviewers will probe any vague figure.
- Prepare for a live role play, such as selling a pen or the company's own product, and practise asking questions before pitching.

- Research the company's products, customers and competitors, and prepare a short view on who you would sell to first and why.
- Have one story each ready for a big win, a lost deal, a missed target and an objection you turned around, with numbers.

THE DAY BEFORE

- ☐ Confirm the time, venue or video link and the interviewer's name
- ☐ Plan your route and leave time for traffic, or test your camera, microphone and internet
- ☐ Keep copies of your resume, ID proof, certificates and photographs in a folder
- ☐ Iron your clothes and charge your phone and laptop
- ☐ Do one final run-through of your introduction, then stop and rest

ON THE DAY

- ☐ Arrive 15 minutes early, or log in 5-10 minutes early for a video call
- ☐ Greet everyone politely, including the receptionist or coordinator
- ☐ Listen to the full question, pause, then answer in a clear structure
- ☐ Take brief notes of names and key points
- ☐ Ask your prepared questions and confirm the next steps before you leave