

Sales & Business Development Interview Questions

Here are some sample Sales interview questions you can use to help you prepare for job interviews. I suggest practicing with a partner or your Career Coach to seek feedback to improve your answers. When practicing alone, make sure you answer the questions aloud. Writing your answers or thinking about your answers will not fully prepare you for answering questions verbally in an interview.

Sales

1. How do you go about building relationship selling?
2. How would you handle an objection?
3. How would you handle rejection?
4. What is your strongest sales skill?
5. What do you like about sales?
6. What do you dislike about sales?
7. Describe your sales experience.
8. Describe how you would handle the negotiation phase of a sale.
9. Tell me about the most difficult sales call you ever had to handle.
10. Everyone experience “call reluctance” from time to time, how do you overcome it?
11. When is it time to let go of a potential sale?
12. Tell me about a time when you handled an unhappy customer.

Business Development

1. What is your approach to Business Development?
2. Describe the business development process including the key roles.
3. Describe how you would identify, qualify and support a bid through contract award.
4. What is the key information you need to gather to identify a qualified lead?
5. What percentage of your time did you spend at your desk versus meeting with prospects?
6. What would be your “First 90 Days” plan?
7. Describe how you’ve handled conflicts with Operations in the past.
8. What was the monthly target for business development in your previous organization?
9. Describe some of your marketing activities in the past? Were they successful?
10. What are your other skills related to marketing other than sales and business development?
11. Suppose you are a business development manager and a team of people with a mixed bag of experience work under you. How will you distribute the targets?
12. Give us some tips of generating leads for business development.
13. What steps would you take to increase our profits?
14. How would you create trust with our clients?
15. What are top 4 skills for Key account executive?

Sales Manager

1. Describe your management style.
2. How would your past staff members describe your management style?
3. How would they describe your strengths and weaknesses as a manager and supervisor?
4. How do you hold employees accountable?
5. Describe how you've dealt with underperformers in the past.
6. Describe the work environment or culture and its management style in which you have experienced the most success.
7. Describe your sales management philosophy.
8. Describe a time when you had to give a performance review that you found particularly challenging to give.



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