

Sample Interview Questions

Sample Interview Questions for Sales and Marketing Positions



Introduction

Successful interviews are all about asking the right questions. As the interviewer your job is to take the lead. When interviewing Sales and Marketing Associates, the most suitable candidate will demonstrate high energy and drive, attention to detail, the ability to analyze sales and marketing metrics and demonstrate excellent organizational, time management and communication skills.

Beyond a few general questions at the start of the interview, most questions should be a combination of behavioral and situational questions. Behavioral questions are centered on conduct in past work situations while situational questions are hypothetical and focused on the future. In combination you should get a good sense of past and future performance.

Select a few general questions followed by several behavioral and situational interview questions from the lists provided that are most relevant to your position and modify the questions as appropriate

for your position. These questions will enable you to evaluate the ability of a candidate to develop and implement sales and marketing strategies to increase company sales and build brand awareness. Be sure to ask all candidates the same questions to better evaluate who the best fit for your organization would be.

General Interview Questions

1. Can you tell me a little about yourself?
2. What attracts you to a career in sales and marketing?
3. What motivates you in sales and marketing?
4. What makes a good sales/marketing person?
5. What do you regard as the biggest challenge in a sales/marketing position?
6. What do you enjoy and what do you dislike about sales/marketing?
7. Why are you interested in this position?
8. How did you hear about the position?
9. What do you know about this company?
10. What are your greatest professional strengths and weaknesses?
11. What is your dream job?
12. Where do you see yourself in five years?

Behavioral Interview Questions

1. Tell me about a situation where your contact person changed at a key account. How did you adjust to the new contact?
2. Give an example of when you had to change your approach to a prospect because the initial one failed.
3. Tell me about a time you worked hard for a sale but didn't get it in the end. How did you handle the situation?
4. Give an example of when you had to overcome strong resistance from a customer.

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5. Describe a recent approach you took with a brand new prospect.
6. Tell me how you developed your largest account.
7. What techniques do you use to measure the quality of your work? What steps do you take to ensure the desired quality is achieved?
8. Tell me about one of the most time-consuming sales or marketing assignments you have made.
9. What goals have you set for yourself this year and how have you ensured progress towards them?
10. Tell me about a successful formal presentation you made recently.
11. Give me an example of when you had to make a presentation to an unresponsive audience. How did you handle it?
12. Give me an example of a time when you overcame one of your limitations and resolved a problem.
13. What marketing channels do you have experience with and how did you determine effectiveness?
14. Give an example of a goal you had to achieve, the metrics you used as benchmarks, and the strategy that you implemented. Did you meet the goal?
15. Social media can be a powerful sales and marketing tool. Describe a time when you successfully merged the two.
2. What content promotion strategies would you use in this new position and why?
3. Let's say you are tasked with running online marketing for a service company that hasn't done a lot of online marketing in the past. You would be responsible for building up the division on your own. What would you do in your first 30 days on the job?
4. You've been assigned a major project/goal and are halfway through when you realize that you've made a mistake that requires you to go back to the beginning to fix it. How do you handle that while still trying to make your deadline?
5. How would you manage a customer who isn't happy with your service even though you've done nothing wrong and they're the ones who have made the mistake?
6. You're working on a project with a tight deadline, but you find that you're unable to complete your section because your coworkers and your supervisor are unavailable to answer a few key questions. How do you deal with the situation?

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Situational Interview Questions

1. How would you apply the most important skills you have learned in this position?