



Interview Questions and Quick Tips

Created by:

Strive

Created for:

Hiring Managers recruiting
for GTM teams

Powering Hypergrowth™

What’s included?

Introduction 3

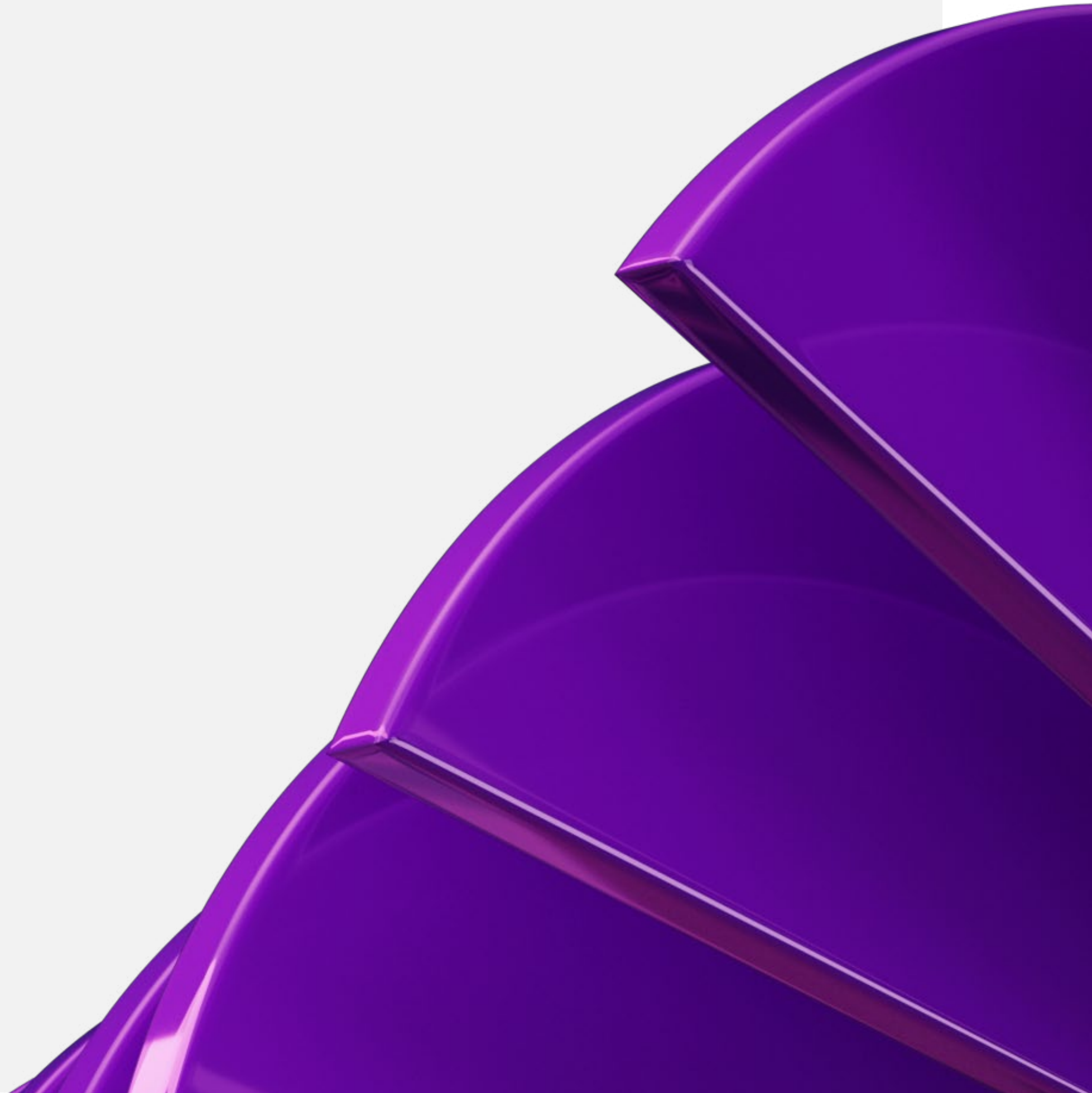
Traits..... 4

Experience..... 11

Skills 14

Summary..... 18

Contact Us.....19



Introduction

Strive finds the best salespeople for the most disruptive, VC backed tech companies across the globe.

We have created this Interview Tips document for Hiring Managers who are currently recruiting salespeople, to help you understand:

- The key traits, experience and skills to look for in a candidate
- The best questions to ask during an interview
- The importance of having the right questions and how they can help you impress the candidate (and how you can be impressed!) during the interview stage



Traits

‘What traits do all great sales people possess?’

It’s a question we often get asked, so we’ve pulled together the **Eight Traits For Success** that are guaranteed to help get the best out of a potential candidate during an interview.

Traits are qualities, so these are all about how people present themselves during an interview, and are a key indicator of the characteristics people carry through their day-to-day work.



Perseverance and persistence

Challenges and opportunities are present every day in a sales environment, so interviewers need to understand how potential employees will navigate these aspects of their roles.

Some questions that can be asked to highlight this include:

- What motivates you in your day-to-day work?
- Can you give us an example of a time you've had to persevere through a challenge or opportunity? How did you navigate this?
- How would you navigate a conversation with a prospect where you may lose the deal?

Striving for success

When interviewing potential new employees, interviewers will need to know that the candidate is driven by the desire to succeed.

Some questions to ask around this topic may include:

- Can you give an example of when you've gone above and beyond the expectations of your role?
- What has been the biggest challenge in your career and how did you overcome it?
- What current goals do you have in your life and/or career, and how are you going to meet them?



A competitive streak

Competition can be healthy. It helps to drive people to succeed, and always keeps people motivated to be better.

Some questions that an interviewer can ask to highlight a competitive streak in a candidate could be:

- Tell us about a time when you've had to compete for something. How successful were you?
- How do you measure your success in a sales environment?
- Do you love to win or hate to lose?



Strong self-awareness

Having a strong ‘sense of self’ is key for a salesperson - they have to understand their strengths, weaknesses and their desires to fully succeed in a role.

So, an interviewer may ask questions such as:

- What are your strengths and weaknesses as a salesperson? Why?
- How would your current or past colleagues describe you?
- Which areas of improvement are you currently focusing on in your career?



Desire to develop

Salespeople are always learning - from new skills to fresh sales tactics, interviewers may look for evidence of how potential new hires are developing, both personally and professionally.

Some questions that could be asked include:

- How have you developed your sales skills throughout your career?
- What's a skill you've learnt recently?
- How do you identify areas where you need to develop?

Team player

In a sales environment, leaders are always looking to make sure their teams work cohesively. Interviewers may want to understand whether a potential hire is a true team player. They make ask questions such as:

- Tell us about a time that you went above and beyond to help your teammates.
- How do you approach conflict or disagreements in your team?
- How do you help to ensure consistent communication across your team?



Preparation and execution

Salespeople need to be prepared for all eventualities, whether it's preparing to close a deal, or navigating a challenge in their team. So, interviewers may want to understand their candidate's approach to preparing plans of action.

Some questions to ask could include:

- How do you prepare for sales calls?
- How did you prepare for this interview?
- What is your contingency plan for navigating deals that may fall through?



Outlook

You may have heard the phrase ‘perspective is everything’ - especially in sales, having a positive outlook and attitude to work is vital.

So, employers could ask questions like:

- How do you maintain a positive attitude at work when faced with challenges?
- How have you turned a negative situation around?
- Tell us about a time when you had to change your approach to achieving a goal.



Experience

Experience is key for a successful career in sales. Interviewers will want to understand how a prospective hire's experience has contributed to their skills and ability to do their day job, and potentially progress the organisation's output further.

Here, we outline what employers may need to know about a candidate's experience to gauge their ability to do the job.



Experience: The interviewee's most recent roles

The interviewee's most recent workplace tells hiring managers the most pertinent information around their abilities and skills in the workplace.

So, some questions to ask during an interview could include:

- Give us an overview of your most recent/current role.
- What caused you to want to move away from your current job?
- What were your favourite/least favourite parts of the role?



Experience: Achievements

Hiring managers for sales roles will want to know what their prospective hire can achieve so they can set targets and expectations accordingly.

Questions to ask in this area could be:

- What was your quota during [X] period? How was it structured?
- How did you achieve this?
- Is there any context you'd like to share about your achievements during this period?

Track record

As well as recent achievements, interviewers may want to understand other accomplishments throughout the candidate's life and career, so they could ask questions such as:

- What are the 3 achievements in your life and career that you are most proud of?
- What was your top achievement at your current/previous job?

Sales strategy

Employers will be looking to ensure that new hires can execute a solid sales strategy. To understand this, hiring managers could ask questions such as:

- Describe the overall process of your sales strategy.
- Walk us through your last deal, from initial contact to closing.

Skills:

There are a certain set of skills that salespeople should possess to ensure that they are successful in their role.

Hiring managers will need to understand that their prospective hire has the right skills for the role that they have applied for, so can ask a number of key skills-based questions during the interview process.



Skills: Understanding business

Interviewers will need to know that their employees understand how the businesses that they work with operate, as it's vital for understanding how they can help to implement solutions.

They make ask questions such as:

- Tell us about a business case that you helped a customer create for justifying a purchase or solution.
- If you were an investor in our company, what would you want to know about the business?
- What concerns would you have about your current business if you were the CEO?

Discovery

Discovery calls with clients are vital to the sales process. So, interviewers may want to understand how potential hires will navigate this important step, by asking questions like:

What is your process for a discovery call?

- Tell us about one of your recent discovery calls. What went well, and why do you think this?
- Are there any areas for improvement that you identified?



Skills: Handling objections

Handling objections are a part of every sales role. Interviewers may want to understand how potential new employees handle and overcome objections.

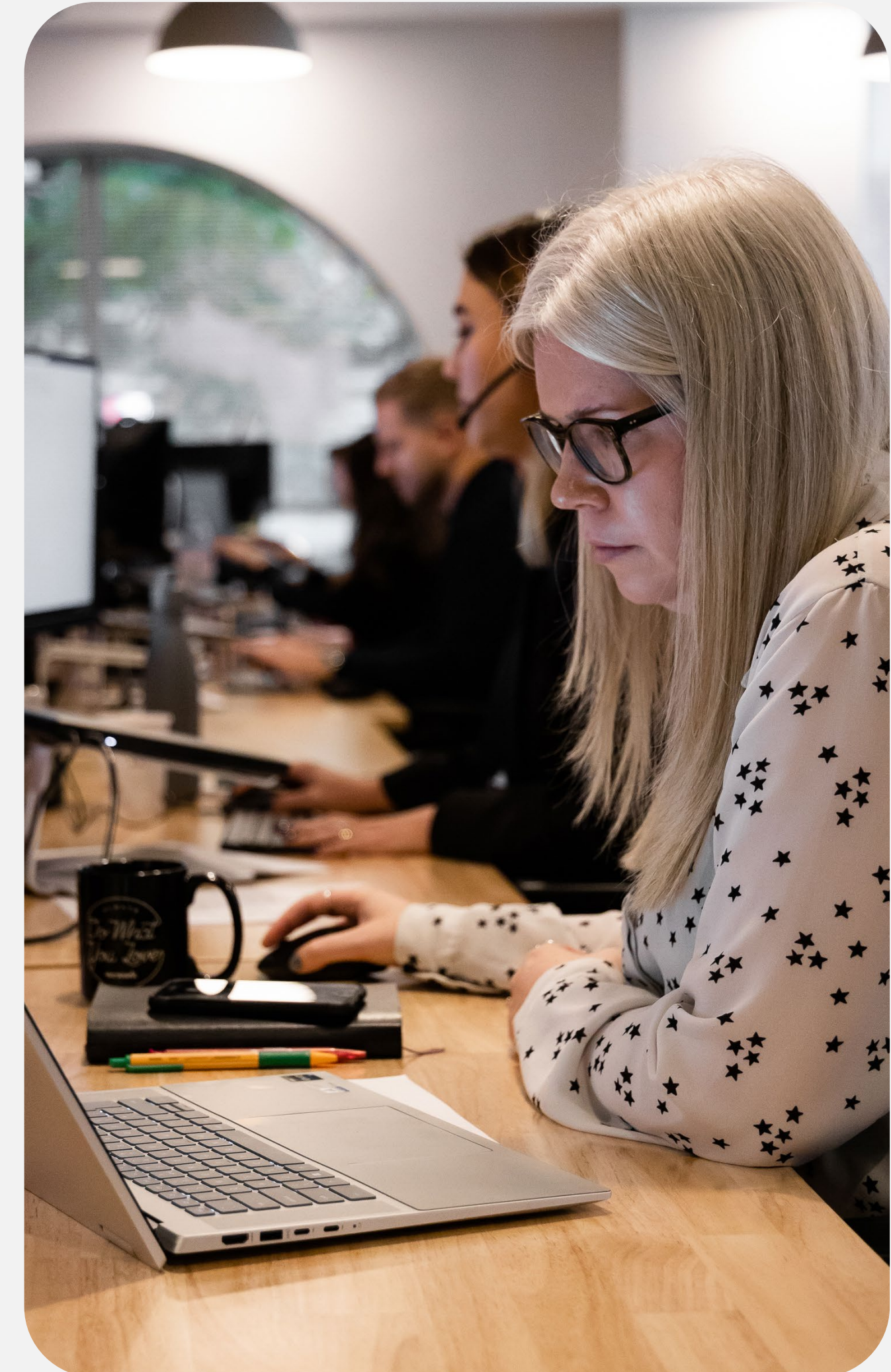
Questions to be asked may include:

- What is your process for overcoming or addressing objections?
- What is the most common objection you get in your current role and how do you address it?
- Provide us with an example of a time that you overcame an objection.

Stakeholder management

Salespeople will deal with a number of different stakeholders throughout the sales process. So, interviewers may want to understand how potential hires will navigate conversations with different members of a business, by asking questions like:

- Who is the highest-ranking person that you typically sell into in your current role?
- How do you build trust with high-ranking executives in your current job?
- Describe the ideal blend of stakeholders you'd deal with during the sales process. Why would you choose these people?



Skills: Outbound sales

Outbound sales is a key method for securing deals. Each salesperson will develop their own strategy for outreaching to cold prospects, and interviewers may want to find out whether these tactics will work for their organisation. So, questions that may be asked could be:

- What are your prospecting and outreach tactics in your current/most recent role?
- How many contacts do you reach out to on average per day?
- What is your process for preparing and carrying out an outbound sales call?

Account and territory planning

Account and territory planning is key to securing and growing accounts across a business. Interviewers may ask questions around this such as:

- How do you develop an account plan, step-by-step?
- How do you develop a territory plan, step-by-step?



Summary

Interviews can make a lasting impact on your candidates - and, in summary, there are a number of things you can consider to make sure your impact is the right one.

Traits you should be looking for include:

- Perseverance and persistence
- Striving for success
- A competitive streak
- Strong self-awareness
- Desire to develop
- Team player
- Preparation and execution
- Outlook

A candidate's experience tells you whether they are technically prepared or qualified for the role.

When discussing their experience, you should ask questions around their:

- Most recent role(s)
- Achievements
- Track record
- Sales strategy

Having the right skills is vital for success in a sales role. Candidates should be able to easily discuss the following areas with you:

- Business understanding
- The discovery process
- Handling objections
- Stakeholder management
- Outbound sales
- Account and territory planning

Following the guidance outlined above will help you to ensure that you get the best out of your candidates during the interview and that the process is efficient and effective, saving you time, money and effort.

Contact Us

UNITED KINGDOM (MANCHESTER HQ)

Dalton Place, John Dalton St, Manchester, M2 6LN
+44 (0)161 791 5100

UNITED KINGDOM (LONDON)

33 Queen St, London, EC4R 1AP
+44 (0)203 983 0770

USA

1600 E 8th Ave A200, Tampa, FL 33605
+1 813 609 5255

FRANCE

33 Rue La Fayette Paris, 75 75009
+33 554 530 033

GERMANY

Ernst-Heinkel-Ring 5-7, 85662 Hohenbrunn
+49 8102 7009996

EMAIL FOR ALL LOCATIONS

hello@scalewithstrive.com



Powering Hypergrowth™