

## **THE SUCCESS DISCIPLINES**

### Self Discipline

In what area of your life are you most driven to be disciplined and why? Give some examples.

In what are of your business life are you most disciplined? Give some examples?

What sales activities do you approach with a high level of self-discipline and why?

What is you believe about the areas in your life where you are disciplined that allow you maintain that discipline over a long period of time?

In what are of your life do you find it most difficult to exercise your personal willpower and self-control? What do you do to stay on track there?

### Optimism

Are you generally more of an optimist or more of a realist? Why?

When I ask your last two employers this question, how do you believe they will answer and why?

What really has the power to discourage you or give you a little dose of pessimism?

### Competitiveness

Give me an example of time when you had to win against long odds.

Is it important to win, or is it more important to just play the game well?

Would you rather be the underdog in a contest, or would you rather be fairly assured that you will win in a contest?

Outside of work, what kind of competitions do you enjoy participating in?

How do you feel when you lose a contest? How do you handle loss?

### Initiative

What does it mean to take initiative? What does it mean to be proactive?

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What do you do to act proactively for your clients and prospects?

Give me an example of a time when you took the initiative for your company or client and it made a difference?

Give me an example of a time when you took the initiative and it backfired.

Based on your personal experience, what are some of the best ways that salespeople can take the initiative and act proactively for their clients?

#### Resourcefulness

How do you complete tasks and missions when you don't have all the resources that you require?

Tell me about a time when you encountered a seemingly impossible obstacle or situation and how you worked to achieve your goal anyway.

Have you ever had a time when your sales process didn't work and you had to find a way to move a deal forward?

Who is responsible for ensuring that you have everything you need to achieve the goals that are set out for you?

#### Determination

When is it okay to quit?

How do you know when to give up on pursuing an all-but-impossible big client that you have little chance to win for a smaller, but easier to obtain, client?

Give me an example of a time when you were called upon to persevere against long odds and the result of that effort.

How many times should a prospect say no before you accept the no and try again at another time?

Tell me about a time where you weren't able to deliver the result you promised a client and how you resolved that problem.

#### Caring

How have your past clients known that you cared about them and their outcomes?

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What examples would one of your past client's cite as proof that you cared about ensuring they achieved their objective when they bought from you?

What is the single best way to ensure that your clients know you care?

#### [Empathy and EQ](#)

How do you connect and build rapport with your clients and prospects?

How can you tell what a client or prospecting is thinking or feeling? What are some of the signs that you look for?

How does your client know that you understand them and you understand their issues and concerns?

What is the best way to get someone to open up about their beliefs and their feelings?

#### [Communication](#)

Is it better to be a great presenter or a great listener? Which is the best attribute for a salesperson who is presenting in a board room?

How do you know when someone is really listening to you and when they are just going through the motions?

How much time should you spend speaking and how much time should you spend listening on a sales call?

What makes someone a great communicator?

#### [Influence](#)

How do you influence or persuade others to your way of thinking?

What is the most important attribute a salesperson needs to possess to be influential?

What are some ways that you have influenced buyers who were stalled and refused to take action on your deal?

## **THE SALES ATTRIBUTES**

### Closing

Do you find it easier to acquire appointments with potential clients or to sell once you are in front of the client?

How do you obtain the first commitment from a prospect to meet and explore working together? Can you share with me the language that you use?

How do you obtain a commitment from a prospect to move a deal forward? What kind of language might you use to do so?

How do you know when is it okay to ask for a commitment from a prospective client? How do you know when it is not?

What do you do when a client doesn't agree to commit to moving forward with you?

What is your favorite close?

What is the worst closing language a salesperson could use and why?

### Differentiate

How do you differentiate yourself from other salespeople in the space where you work now (or where you have worked in the past)?

How do you help a client differentiate your offering from other similar offerings?

### Prospecting

What are your favorite prospecting methods and why?

What are your least favorite prospecting methods and why?

How did you identify and obtain appointments with the largest three wins in your last sales position?

How much time, ideally, should a salesperson spend prospecting each week?

When is it most difficult to prospect and why?

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Share with me the language you would use to schedule an appointment with the biggest prospect you are pursuing in your present (or last) position?

#### Business Acumen

What general business courses have you taken?

What areas of business, outside of sales, do feel you have the most competency and understanding? How did you gain that competency?

Tell me some of the fundamental business problems your current (or past) clients have had and how you were able to help them with those problems or challenges? What were the critical metrics used to measure the performance gains or improvements?

#### Diagnose

Are you naturally curious, and if so, give me some examples of what you are curious about and why?

What questions do you ask a client to get them to speak openly to you about their business challenges, problems and opportunities?

Is it ever okay to present when you haven't had an opportunity to complete a reasonably thorough needs-analysis or diagnostic?

How do you acquire information from a prospective client who isn't willing to share with you?

#### Storytelling

Can you share a story with me of how you helped a client out of a bad situation and how you were able to do so?

How do you tell a story and present so that you are sure that your story includes the client's vision?

How do you manage a client's expectations?

#### Negotiation

How do you ensure that you acquire a fair deal for the company you work for when you negotiate?

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How do you ensure that your client gets a fair deal?

Tell me about a time when you were required to negotiate a difficult deal with a client?

What is the most powerful choice available to a salesperson when negotiating?

#### Change Management

Tell me about a client that bought what you sold and then had trouble executing the solution.

How do you move obstacles to change within your client's company?

How do you move the obstacles to change within your own organization?

How do you deal with conflicting interests within your client's company? Within your own?

#### Leadership

Tell me about a time that you had to lead a team and the outcome you achieved through others?

What attributes do you believe a leader should possess and why?

Who do you believe is a great leader and why?

Why do salespeople need leadership skills?

#### Managing Outcomes

What is it you presently sell? (or, What is that you most recently sold?) What are you really selling?

After a sales is made, who is responsible for ensuring that the client achieves the outcome that you sold? Why?

What is the first thing you do when there is a delivery or execution failure?

How do you ensure your operations and delivery team keeps the promises that you have made?

Is trust the most important attribute a salesperson can possess? Why or why not?