

Interview Questions to Spot High-Performing Sales Reps



Walk me through your most successful sale. How did you approach it, and what made it successful?

Why? Reveals their sales methodology, planning, and adaptability.

Follow up: Do you have a formal sales methodology or framework that you follow?

How do you research and prepare for a prospect meeting?

Why? Unveil their preparation habits and gauge their understanding of the prospect's needs.

Follow up: What platform do you believe provides the best source of information to use?

How do you qualify a lead?

Why? Evaluates how they determine if a lead is worth pursuing.

Follow up: If a lead is unqualified, does it still belong on a call cycle?

Tell me about a deal you lost. What happened, and what did you learn?

Why? Evaluates resilience and tests their ability to reflect, learn, and recover from failure.

Follow up: How do you shake yourself off from a bad day / call / week / month or quarter?

What do you do when a prospect says 'no'?

Why? Assesses their ability to overcome objections and remain persistent.

Follow up: Do you have an objection handling framework that you follow?

What has been your biggest sales achievement, and what motivated you to reach it?

Why? Identifies what drives them and how they stay motivated. This answer should differ from question 1!
Follow up: Has that always been your motive throughout your career?

Describe a time you went above and beyond to close a deal?

Why? Highlights their initiative and willingness to go the extra mile
Follow up: Does sales feel like a 9-5 job for you?

What steps do you take to improve your sales performance when you're falling behind quota?

Why? Evaluates their problem-solving mindset and accountability.

Follow up: How do you adapt your sales strategy to meet the needs of different customers?

How do you close a sale?

Why? A true sales person should have a bag of tricks! Should be passionate about learning and should know different ways to get a deal over the line.

Follow up: How do you know when the time is right to close a deal?

Red Flags

Common warning signs for each question are vague responses, lack of reflection on failures or inability to articulate processes).