



Interview Question Sales Candidates Should be Asking

About the Sales Role Itself:

- What was the driver for hiring for this role?
 - *You want to understand if it's because of growth or turnover.*
- What percentage of others in this role or a similar role are hitting quota?
 - *You want to understand if the OTE (On Target Earning) they've told you is attainable.*
- Other than the revenue goal, for which KPIs will I be held accountable?
 - *You might as well know upfront how you'll be held accountable so you can decide how you feel about that.*
- How is top of the funnel most commonly being built?
 - *Will you have support to build top of the funnel? Marketing? SDRs? Partnerships?*

About Onboarding and Ongoing Training:

- Can you tell me about the onboarding plan?
 - *You need to understand if you're going to be onboarding yourself, which will get you off to a much slower start, or if they have their act together and have a formal onboarding plan for new SALES reps (not just new employees talking to HR and filling out paperwork- that's not onboarding).*
- To what sales methodology are you committed, and are you training your reps on it?
 - *Unfortunately, most sales candidates I speak with have NEVER been provided formal sales (not product) training. Again, you want to know if you're on your own here.*
- Does the company provide a stipend for professional development or reimbursement for continuing education?
 - *Do they believe in personal and professional development?*

About Leadership:

- Who would I be reporting to / Who does that person report to?
 - *This will allow you to do a little research to learn more about your future boss.*
- How would you describe your/their leadership style?
 - *Will their style match with your needs/wants?*
- What is your sales leadership superpower?
 - *Is their strength your weakness?*



About the Product/Service:

- Can you tell me what differentiates you from competitor X and Y?
 - *First, this question shows you've done your homework and know who the top competitors are. Second, it will tell you if the company is clear about why they are different/better thus helping you determine how hard it will be to sell. The more the product/service is a commodity the more important this question is.*
- What's the road map for the next 6 months look like?
 - *Again, innovate or die.*
- What's the most significant change the company has made in the last three years that has impacted revenue growth?
 - *Innovation is king. Are they innovating or waiting to die?*
- How long is the sales cycle on average?
 - *You don't get your first commission check until you sell your first deal. You want to know how long that will take*
- Will I be doing my own software demos? If so, how long will it take me to get proficient?
 - *Depending on the complexity of the product it could take you several weeks to learn the software, thus impacting how quickly you'll be earning commission*

About the Tech Stack:

- Can you tell me what sales tools I'll have available to me?
 - *Will you have to learn a new CRM system. Do you need Navigator to be successful?*
- Is there a sales operations person or support?
 - *Depending on the situation you might need sales ops support. As a rule, hunters don't like to do admin tasks and if this is you then you need to know if there will be "people for that".*

About the Culture:

- Can you describe the culture?
 - *Do your values align?*
- How successful have you been with regards to DEI?
 - *The most successful companies hire for cultural add, not cultural fit.*
- What departments are most committed to supporting the sales effort?
 - *Is the dev team tired of hearing about the lack of features from sales?*
 - *Is Customer Success willing to team sell and help close the deal?*