



Sales Careers

Cracking Sales Job Interview in First Go

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Core Competencies



Core competencies for Sales jobs

1

Adaptability

Sales jobs involve dealing with a wide range of people, the ability to adjust your approach to the situation and customer is an important job requirement.

2

Resilience

Key to continued success in sales is the ability to handle and move on from disappointment and rejection.

3

Persuasiveness

Sales interview questions will focus on your ability to persuade and influence others to accept your product or service.

4

Results-driven

A strong sense of purpose together with the ability to maintain a high energy level are important contributors to sales success.

5

Negotiation skills

A core sales competency is the ability to reach agreement through successful negotiation.

6

Presentation skills

Sales involves presenting information effectively and convincingly to potential customers.

7

Motivation

Expect and prepare for sales interview questions that investigate your purpose and commitment

8

Impact

Your ability to make an **impact**, to create a good impression and command attention & respect will be observed during interview.

9

Communication skills

Verbal communication and your ability to actively listen will be assessed . Speak clearly and concisely, choosing your words with care and using correct grammar.

Preparation



Interview Preparations: What – Who – How? .. 1/2



What

What Interviewers look for in your resume ?

Jazz up your Resume



Who

Who is the job provider?

Know about Company



How

How do you intend to impress them?

Jazz up your LinkedIn

Key to Successful Resume

Interviewers look for -

- Spent 60 Sec studying a Resume
- Skills/Experience Relevancy to Job Requirements
- Key Activities Performed & its Relevancy to Job
- Key Achievements in the specified Roles
- Educational Qualification

Resume should have -

- All Key details highlighted on 1st Page
- Skills Positioned as per Job requirements
- Experience & Achievements details highlighted in Tabular format
- Activities highlighted in pointers

Interview Preparations: What – Who – How? .. 2/2

What Interviewers look for in your Resume?

- Relevancy to Job Requirements
- Snapshot of your Entire Career
 - Key Positions Held
 - Key Product Line(s)/Services Line(s) Sales Handled
 - Key Activities Performed such as Lead Generation Sales Presentations, Product Demos, Negotiations, Customer Relationship Management.
 - Key Results Achieved
 - Key Skills Acquired such as Lead Generation Over Phone, Email, Social Media; Online or Offline Sales Presentations to Customers, Attending Sales Events, conducting online product webinars, Negotiation Skills, Deal Closure Skills, Domestic or International Sales, Inside or Field Sales, Small Ticket or Large Deals, Pre-sales or Post Sales etc...

Who is the Job Provider?

- Before the Interview, research about Company
 - Know about Company's Key Stakeholders like CEO, Sales Head. You may use LinkedIn for this purpose
 - Understand the customer base & Key Customers
 - Understand Product/Services Offered and Key Functionality
 - Study Job Responsibilities and Remember Key Terms

How to create best impression before interview?

- Include your LinkedIn Profile Link in your Resume
- If you don't have Linked Profile then create one.
- Use right Profile Picture
- Add existing Customers as Connections
- Complete Profile with Companies worked for, Positions held, Experience, Key Responsibilities
- Complete Profile with Key Skills
- Include Recommendations & Activities such as awards.
- Include additional Work like Videos, Testimonials received, Social Services completed etc.

Experience

Strategic thinker who can plan as well as implement/improvise initiatives to support corporate Objectives. Particularly strong in business development, Service delivery, Operations, Client relationship Management, project & resource management.

Career Overview

Sno	Employer	Period of Employment	Last Role/Designation
1.	Dishah Strategic Solutions	June 2014 – Ongoing	Principal Consultant – Strategy (Business Growth and Delivery)
2.	Vembu Technologies	Mar 2011 – Mar 2014	Assistant Director – Business Development
		Mar 2010 – Mar 2011	Senior Manager – Pre Sales
		Oct 2008 – Mar 2010	Manager - Partner Relations
3.	Sutherland Global Services	Sep 2006 – Oct 2008	Subject Matter Expert
		Oct 2005 – Sep 2006	Sr. Executive – Sales and Support Executive
		Sep 2004 – Oct 2005	Executive – Presales and Support
Total Work Experience : 9.5 years			

Key areas of Expertise:

Business Development | Sale | Pre sales | Product management | Partner Relationship | Platinum Account Management | Customer Relation | Enterprise Solution Selling | Enterprise Account Management | Channel management | Backup Consultant | Strategic Planning | Vendor Management | Client Solutions | Talent Acquisition | Cloud Solutions selling | Operations | Service Level Management & Governance | Resource Management | Technical Support |

Activities & Achievements

Current Profile: Dishah Strategic Solutions Private Limited

Function: Strategy (Marketing and Sales)

Key roles: Building and Executing Strategies for

- New Markets Development – Introducing new products/services to the market.
- Market Penetration – Optimizing Business Model for deeper market penetration.
- Diversification – Introducing new products to completely new markets.
- Market Research and Product Development
- Service Delivery

Accomplishment:

- Assisting JKL in introducing new software product to the international market in the area of In-app development.
- Assisting InnoVAC in introducing new consulting services in domestic market in the field of HVAC.

Do's and Don'ts



Do's

- Make a list of questions to be asked on first Interview Call to qualify the Job opportunity as relevant or not.
- Take Interview Calls in Quiet Environments. If you are in a noisy location, schedule a call at a later time.
- Ask for company location and proper landmarks on the first call.
- Do NOT make repeated calls to Interviewer for Address Directions or other important details.

Before Interview

- Call the Interviewer at least 4 hours before the interview to inform him about the Interview schedule and your 'on-time' arrival plans.
- Dress to Kill. Your Dressing etiquettes tells a lot about your Brand and Seriousness towards the Job Opportunity.
- Arrive for the interview and arrive early.
- Make a Point to show respect for the employer.

On Interview Day

- **DO** bring a notepad, in case you need to jot down anything of interest regarding the job. Also bring a copy of the job description, extra resumes, and your personal business cards.
- **DO** wait until you are offered a chair before sitting. And **DO** remember body language and posture: sit upright with your shoulders back. No slouching!
- **DO** exchange business cards with each person who interviews you, or at least get their business cards (if you don't have your own).

During Interview

Dont's

- Do not postpone the interview unless it is absolute necessary.
- If it is absolutely necessary to postpone interview, call the interviewer 2 days before to inform the appropriate reason and setup another date instead of calling in the last minute.
- . **DON'T** smoke before the interview—you'll end up smelling like smoke if you do.
- Do NOT use your smartphone during the interview. Switch-off the mobile before entering into the interview to avoid any distractions and bad impression.

Before Interview

- Don't discuss existing employer's business confidential & disclosed information -- technology, marketing & competition strategies, Revenue & Profits (if they are not published outside)
- Do NOT lie or misrepresent any information since it may be cross-verified with the existing employer during reference check.
- Do NOT bad mouth about your current employer, heads/managers or colleagues. It will backfire and impact your performance and image during the interview.

About Existing Employer

- **DON'T** act desperate, as though you would take any job with any employer. **DON'T** act disinterested in the job or the employer.
- **DON'T** answer questions with a simple “yes” or “no.” Explain whenever possible. Describe those things about yourself that showcase your *relevant* talents, skills, and determination. Give detailed examples of your accomplishments.
- **DON'T** bring up or discuss personal, health issues or family problems.
- Do NOT ask questions about background checks, holidays, and leaves -- until the job offer negotiation.
- Do NOT focus on pay-outs and ask lot of questions

About New Job Opportunity

Interview Handling



How to introduce yourself?

Introduction is most important part of the Job Interview because your introduction sets your **first impression** on the Interviewer and first impression is your last impression. You mess up or don't cash in on your first impression, then you are regarded as Average and from there it takes a lot of efforts to elevate it to nice or great impression.



However, if you set your first impression as great, it makes your rest of the path so much easy that 80% of the time, you will get through. That's how I have cracked some of the most complicated, fortune 500 companies interviews with C-Level and Won majority of my Sales Deals. So, here it goes



Talking about education and degrees is such boring and monotonous that nobody will be interested in listening or why should he even care about because everyone comes with more or less the same set of qualification.



Introducing yourself is an expression of what you think about yourself? How do you see your achievements? And, most importantly, what do you want the other person to think about you.

Key elements in your introduction

Your introduction should have the following elements to have an impact on someone such that other person will never forgets you; if he wants it to be...



Bad approach- You can say good morning, I am Amit Sharma. Clearly, it doesn't grab attention.

Good approach - Hey!! I am Amit. How you doing?



Bad Approach - I am have done BCA and I am pursuing MBA.

Good Approach - I aspire to be a great management leader in a tech company. For this, I have done BCA and now I am doing my MBA.

(Clearly, this is more meaningful to the listener and shows your maturity levels and clarity about your future.)



In Job interview(s) - I am here to understand the job prospects and how can we work together.

In Customer meeting(s) - I am here to see how can I help you resolve the X business problem.

(This clearly, communicated that you are a big deal person with a clear motive in mind and not to waste anybody's time.)

Tough Interview Questions

Smart Answers to
TOUGH
Interview Questions



Interview Questions and Answers

#	Question	Answer
1	Tell me about yourself	<p>If you've ever interviewed for a job before, you've likely had to answer the keystone question: "Tell me about yourself." It's deceptively simple and a real stumbling block for many. What do you include? What do you leave out? How personal should you get? Instead of giving a chronological history of your education and work experiences, focus on personal qualities such as strengths and skills that make you well-suited for the job. Include tangible examples whenever possible, but don't branch off too far into a lengthy story. Include interesting tidbits that the employer will want to ask you more about. This will help frame the rest of the interview and highlight why you're qualified for the role.</p>
2	What are your short- to mid-term career goals?	<p>Job candidates who set goals are perceived to be clear thinkers and motivated workers. Before your interview, talk to a few people who are where you would like to be and ask if your stated goals strike a healthy balance between realistic and achievable.</p> <p>Then, when you talk to the hiring manager, briefly describe your goals and hone in on why you want to achieve them -- your driving motivations and where you think achieving these goals could take you in the next few years.</p>

Interview Questions and Answers

#	Question	Answer
3	WHAT IS YOUR SALES STRATEGY?	<p>You need to respond by explaining briefly how the sales process works from making a lead to closing the sale. It's a good idea to go into the specifics and make your answer about how you've approached each stage in the past and what are your strengths in finishing a sale.</p> <p>The key things to mention in your answer include things like your:</p> <ul style="list-style-type: none">• Planning process• Preparation• Targeting of customers• Engaging the customers• Discovering their needs• Providing solutions to customers• Resolving objections, they might have• Gaining an agreement and making a sale
4	How do you generate, develop, and close sales opportunities?	<p>Core sales skills remain the same regardless of industry or company. This job interview question seeks to uncover the maturity and suitability of your sales process. With this in mind, talk very specifically about how you execute your sales role from start to finish.</p> <p>Address planning, preparation, targeting, engaging, discovering needs, providing solutions, resolving objections, and gaining agreement. Lay out how you tackle each of these tasks step by step.</p>

Interview Questions and Answers

#	Question	Answer
5	Why are you interested in this company? Why are you interested in this role?	<p>This is a common question and ice breaker in interviews. And if you don't have a good answer for it -- why are you even here? While you're researching the company and role, make a list of what excites you about both.</p> <p>Do you believe in the work the company does? Explain why. Are you interested in expanding your skillset to include the enterprise-level business they conduct? Tell them that. Does the role play to your strengths? Explain which strengths and how. Even if your interviewer doesn't ask you this question, it's a strong way to begin or end your meeting.</p>
6	What's your sales process?	<p>"You get an appointment with a decision-maker. Define your sales process from start to finish." Goldberg says many sales reps like to talk about their excellent presentation skills, but that's not what closes business. "I want to hear how they'll establish rapport, what questions they'll ask and so on," he says.</p>
7	Why do you want to work in sales?	<p>The biggest mistake you can make when answering this question is to simply say, "Because I like it," or worse, "Because the money is good." This doesn't really tell the interviewer anything they couldn't have obviously guessed—and it certainly doesn't help to set you apart from other candidates.</p> <p>Successfully answer this tough question by focusing on your sales history. Think back to when your passion first began. Was it because of a summer job? Or maybe it started as early as childhood. Briefly illustrate this passion with real-life examples and include a success story, if possible. Then tie it in to why you still want to work in sales. Employers will take note of this longstanding drive and remember your answer because of your personal story.</p>

Interview Questions and Answers

#	Question	Answer
8	Sell yourself in one sentence	<p>It's an oldie but it still trips people up. Interviewers want you to think on your feet, but the answer to this one is best prepared beforehand. Start with paper or your laptop – whatever you take notes on. Now jot down what makes you unique, then edit down to one sentence. Key is to align your unique qualities with Job Requirements.</p> <p>Better yet, boil your description down to the three words that best describe you. Interviewers might ask you to elaborate, so think of job-related examples you can tie to each character trait. For example, “I had drive to climb from Office Assistant to Lead Salesperson in my current job. I believe a career with you would let me progress even further. That's why I'm here.”</p>
9	Tell us about your best sale	<p>Here companies are looking for examples of how and why you were successful. So describe how you found the lead, what you did to pique their interest and how you closed.</p> <p>Remember, your best sale doesn't have to be the highest value one. Go for the sale with a story attached. Talk about that dead lead the rest of sales team avoided, the piece of product research you found to get the buyer interested, or how your team took you to lunch to celebrate after you closed.</p>

Interview Questions and Answers

#	Question	Answer
10	Sell me this pen	<p>It stumps a room of salespeople when Leo asks it in Wolf of Wall Street, and it still trips up people today. There's no right or wrong answer to this question, interviewers just want to see your approach to the problem and how you think on your feet.</p> <p>A good place to start is by prioritising benefits over features. Don't worry, you can make them up in this scenario. So don't talk about the pen's fine tip, instead discuss how it'll help make messy handwriting more legible. The pen isn't just metal, it's a chrome fashion item to accessorise with. It isn't just a ballpoint, it's a reliable asset that won't dry up when called on to write down that number.</p> <p>Better yet, ask your interviewers what frustrates them about writing and how this pen can solve it. Whatever your technique, speak with enthusiasm, use positive body language and remember to close the sale. "So, can I wrap this pen up for you?"</p>
11	What is your method of handling customer objections?	<p>Possible answer 1:</p> <p>Acknowledging the objection and suggesting a workaround with the product can help the customer feel heard. At the same time, it gives me the chance to explain another feature of the product.</p> <p>Possible answer 2:</p> <p>I feel that being considerate is a good way to handle any customer objections. In such cases, over-talking or dismissing the concern raised by the customer should be avoided. One should take the objection as a feedback for a clearer dialogue. One can even use the point of objection to elaborate on a specific benefit of the product.</p>

Interview Questions and Answers

#	Question	Answer
12	What role does social media play in your selling process?	Social media is a great platform as professional sites like LinkedIn allows me to better research the targets to identify their needs. Twitter and Facebook are great for finding a common social ground to build a rapport.
13	What according to you is our (company's) USP?	The relationships that the Company has with long-standing clients is something I admire. In sales particularly, it is important to have a good rapport with clients as not only does this encourage regular sales but can also work as a reference for potential clients.
14	What would you consider to be your most significant sales deal, why?	I had been dealing with a senior level manager in a company for my product and the sale was almost finalised, when he went on a sabbatical. His replacement was someone quite different in personality and didn't seem eager on continuing the deal. I had to modify my approach and reconnect with him in a way that he found suitable. Although it took a while, I felt rewarded when I closed that deal as my perseverance paid off while cultivating two business relationships.
15	What makes a good Salesperson?	<p>You have the one job in the world where you can answer unashamedly with making 'money'. But that's just part of the answer. The rest will come from the research you put in before the interview.</p> <p>If you know it's a small start-up, 'teamwork' will be more important than 'hitting personal targets'. So do your homework and match your genuine passions with the company culture.</p> <p>If you do mention money, you could talk about cash made in a sale or savings made by efficient processes you have implemented. Again, prepare real-life examples to backup your answer.</p>

Interview Questions and Answers

#	Question	Answer
16	How could you improve our sales – in the first month	<p>Here's where you'll draw from your research. The interviewer is looking for specific examples – but being the pro you are – you've already been covering these with your previous answers.</p> <p>Now build on them. Start with what the company does well. Do they have great telephone agents with customer-service awards? Great. Name drop those and talk about your experience in telesales. Are their sales emails fun, informative and engaging? Awesome. Mention how you loved that last subject line. Is their website a crushing disappointment? Now's your time to mention your e-commerce experience and how you help nudge customers through the conversion funnel.</p> <p>Whether you're a face-to-face, telephone or digital Salesperson, bring solid examples of previous successes and ideas for how to make or save your new employer money.</p> <p>And remember stats. The percentage profits increased and the return on interest (ROI) of the last sales campaign you worked on will help to show the interviewers that you aren't just talking the talk.</p>

Interview Questions and Answers

#	Question	Answer
17	HOW DO YOU HANDLE REJECTION AND FAILURE?	<p>It's important to be honest and candid – you can show humility and empathy here. You need to understand the hiring manager knows we've all failed so you don't want to think you must sugarcoat everything.</p> <p>A good formula for answering this question is to:</p> <ul style="list-style-type: none">• State your goals and the reason for pursuing them. Explain why you thought it was important to reach a certain outcome.• Outline the steps you took to achieve the goal.• Explain the outcome that took place and how you failed to meet those goals you'd set.• Examine the reasons you feel were behind the failure.• Highlight the actions you took to rectify the situation and to move past the failure.• The key to a good answer is to avoid dramatizing the failure or going on about it for too long. You don't want to dwell on that for too long but instead, focus on the lessons you've learned from the mistake.• You want to tell the hiring manager what the experience taught you and how you've tried to ensure the same failure doesn't happen again.• Have you ever had to break up with a client or prospect? How did you approach that?• This gives your interviewer another chance to see your strategic sales thinking in action. Breaking up with prospects is not for the faint of heart -- but it's a necessary part of sales. It shows you're confident in your ability to work other deals, cognizant of what's best for your customer, and fierce about protecting your company's resources.

Interview Questions and Answers

#	Question	Answer
18	Why did you leave your last job?	<p>This is a tricky question. Thoughtfully explaining why you left your last job will tell the employer a lot about your personality. You've likely left, or are thinking about leaving, your last sales job because it wasn't a good fit or because you didn't like the work environment, the pay, or management. Though they may be truthful answers, all of these reasons carry a negative connotation and will pull down the mood of the interview. First, state something positive about your last job. Maybe you learned a lot or enjoyed the people you worked with. Then, shift the focus of why you left by talking about what you're looking for in your next job that your past job didn't have. This might be more responsibility, relocation, or a different company culture. This will present your past work experience in a positive light and compliment the position for which you're interviewing.</p>
19	What's your greatest weakness?	<p>This question is a great opportunity to take a negative and turn it into a positive. It's among the most common interview questions and for that reason, it's also known for evoking some of the most cliché responses. Saying something like, “My biggest weakness is that I never give up on closing a sale,” won't come across genuine or honest.</p> <p>To answer this question, think of a true weakness—you get stressed out easily, or your habit of multitasking can lead to distraction. Then, give specific examples as to how you're making an effort to strengthen these weaknesses. This will show the interviewer that you're honest—and when you recognize a weakness, you know how to take action to fix it.</p>

Interview Questions and Answers

#	Question	Answer
20	What motivates you to sell?	<p>This question sets the stage for highlighting your positive attributes as a sales rep. But when put on the spot, it can be hard to elaborate on exactly what motivates you. Don't give a generic or vague response. This is a personal question, so you'll want to dig deep and answer this.</p> <p>Use this question as an opportunity to provide insight into your character. Are you motivated by goals, pleasing your employer, or being among the highest performing sales reps? This lets your interviewer know whether you'll be a good fit in the company and how to motivate you if you're offered the job.</p>
21	How do you learn from your failures?	<p>“Tell us about a deal you’ve lost and what you learned from that experience.”</p> <p>Jordan Wan, founder and CEO of CloserIQ, favors challenging questions that are designed to make candidates uncomfortable, much like a tough sales pitch. “It's difficult because it asks a candidate to reflect on a failure they've had in the past. A great answer will include a sincere anecdote about a lost deal as well as a courageous reflection of the humble lessons learned from the experience.”</p>
22	How do you cultivate a rapport with a prospect?	<p>I prefer to study the prospects before speaking to them. I generally look for common grounds online on their social profile or company website. Finding a shared sport or business idol can help break the ice and bond easier with the client.</p>

Interview Questions and Answers

#	Question	Answer
23	Share an example of a sales deal that failed. What was your key take-away?	<p>In one instance, I was too focussed on selling the attributes of the product rather than understanding the client's requirements. Instead of taking a step back and letting the client explain his need, I kept pushing the product. I didn't get the deal, and I realised that even though I may know how perfectly the product can be integrated in their business, it is important to respond to their questions and hear their requirements first.</p> <p>OR</p> <p>I was working in a team and we were pursuing an important client. However, as everyone wanted to be the one to win them over, we often stepped on each other's shoes. The client got irritated because he would receive calls from different team members saying the same thing without moving forward together. I learnt that communication within the team is crucial to put a united front for the client and to avoid overloading the client with information.</p>
24	What excites you most/least about sales?	<p>I love meeting new people and finding new ways to communicate with different people. I also love being the go-to person. Sales is a great fit as it allows me to engage with clients and offer them solutions for business problems they may be facing.</p> <p>My least favourite part is turning away a client when they are interested due to stock problems. I also dislike leaving a potential client midway as I love closing the deal.</p>

Interview Questions and Answers

#	Question	Answer
25	Tell me some of the core values every salesperson must have?	<p>There are many important qualities that a salesperson should possess.</p> <ul style="list-style-type: none">Listening skillsNetworking skillsAbility to relate to customers from different backgroundsAdaptable to different situationsEnthusiasm and perseverance
26	WHAT DO YOU DISLIKE THE MOST ABOUT SALES?	<p>Pick a smaller aspect of sales that's something unavoidable but which you feel you can handle because of your passion for sale. You want to talk more in terms of frustration in how things are rather than hating some aspect of sales.</p> <p>For example, rather than talking how you dislike explaining the same thing over and over again, you could say you get frustrated by sales falling flat.</p> <p>However, you can also continue by stating that this is normal in the industry and you can't always make a sale.</p>

Questions to Interviewer(s)



Good questions to ask Interviewers

- Now that we've talked about my qualifications and the job, do you have any concerns about my being successful in this position?
- What is the next step in the hiring process?
- When can I expect to hear back?
- By when do you hope to make someone an offer?
- When is the anticipated starting date for this position?
- Whom should I reach out to if I have any further questions?
- What exactly does this company value the most, and how do you think my work for you will further these values?
- How long have you been with the company?
- What do you enjoy most about working here?

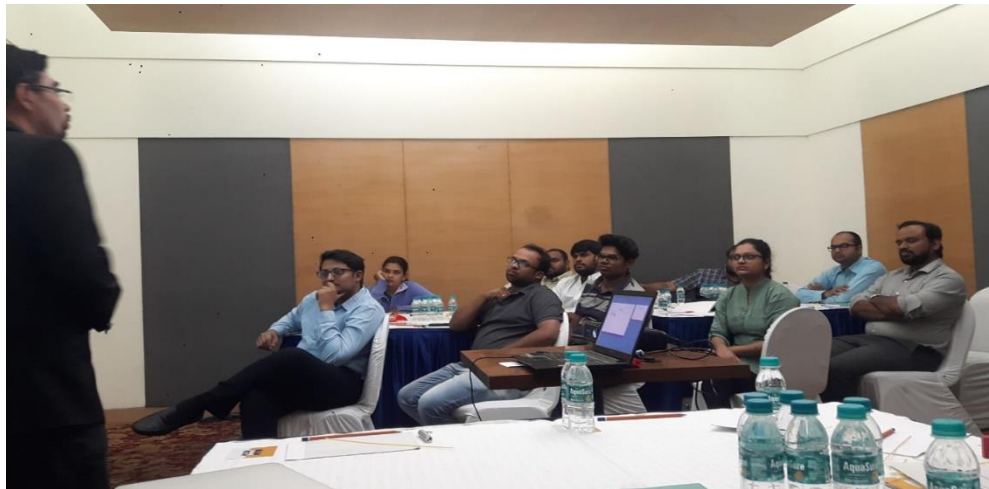
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Sales Training Workshops



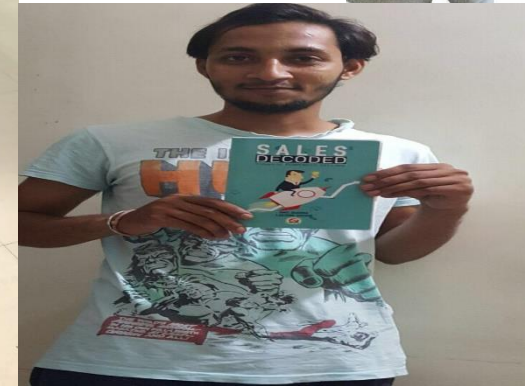
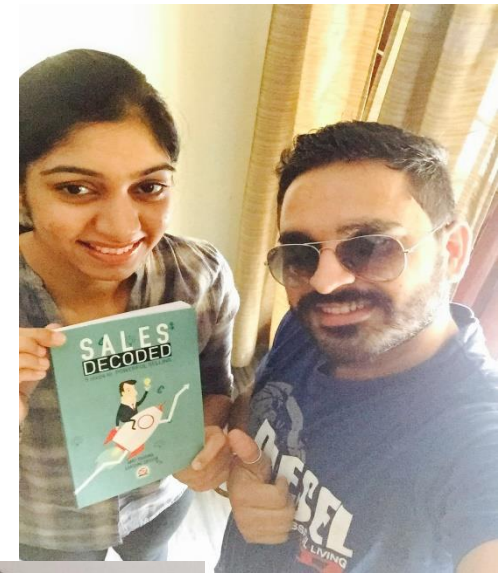
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Media Coverage



Consultants Review

Our Ceo, Amit Sharma interviewed by Consultants Review Magazine on being selected among 25 Top Business Strategy & Consulting Companies in India.

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Get App

Our Ceo, Amit Sharma interviewed by Ms. Karen from GetApp on What Is Inside Sales, What Are the Benefits, and Is It Right for entrepreneurs and their business growth?

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CEO Blog Nation

Our Ceo, Amit Sharma interviewed by Gresham Harkless regarding his favorite podcast on Business growth strategies that he would recommend to entrepreneurs.

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Talkin Cloud

Our Ceo, Amit Sharma interviewed by Mr. Derek Handova from Talkin Cloud on hot topic of the silicon valley - Do Salespeople Make the Worst Tech CEOs?

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ROI Solutions

Our Ceo, Amit Sharma interviewed by Han Butler from ROI Solutions on the hot topic - How To Provide Excellent Customer Service: An Expert's Guide

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Thank you



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