

# Interview Questions

## SALES MATRIX

Conduct more effective sales interviews and assess if a candidate is a good fit for your organization with this handy sales matrix.

The first 10 interview questions test candidates' ability and motivation to sell.

Next to each of the first 10 questions, score each candidate's answer from 1-10 and add up the total score.

Questions 11 and 12 measure the candidate's cultural fit and can be answered with "yes" or "no". If a candidate receives "no" for either question, avoid hiring them.



Interview Questions	Candidate 1	Candidate 2	Candidate 3
1 Why Sales?			
2 Why do you want to sell this product?			
3 What do you know about our customers?			
4 What do you know about our competitors?			
5 When was the last time you were really stressed out? How did you deal with it?			
6 When was the last time you took a big risk and it didn't pan out?			
7 When was the last time you lost a deal?			
8 When was the last time you won a deal?			
9 What was the last sales tactic that you learned?			
10 How do you think this interview is going so far?			
Total Score			

Post-Interview Questions			
11 Do I like this person?			
12 Would I buy from this person?			