



# **EMPLOYMENT INTERVIEW QUESTIONS FOR CUSTOMER CONTACT AND SALES APPLICANTS**

## Questions for Customer Contact or Sales Interviews

### STAGE SETTER

- *“The purpose of this interview is to assess your interests and qualifications in the area of customer contact and sales.”*
- *“First I will review your resume and focus on your experience with customer contact and public contact in general.”*
- *“Then I will ask some questions about how you handled different kinds of situations involving other people.”*
- *“You will do most of the talking.”*
- *“There will be time at the end of the interview for your questions.”*
- *“I will be taking notes so I can have a complete record of your qualifications.”*
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### RESUME REVIEW

“Let’s begin by reviewing your resume. I see that you....

(Probe into all positions that involve public contact and ask about responsibilities, special accomplishments and likes/dislikes.)

### WORK PREFERENCE

“What kinds of things in sales or customer contact would you prefer not to do? (probe for cold calling, prospecting, premises sales, telephone sales, sales implementation, customer instruction, etc.)

**“Now I’ll ask some questions about how you handled different kinds of situations in your jobs and outside activities.”**

1. “First, I’d like you to think about occasions when you were trying to persuade someone to do something. Maybe you were encouraging him or her to buy a certain product or decide in favor of one course of action instead of another. Tell me about one time in particular when you were trying to convince someone to buy or to do something---but this person had strong reservations.” (Persuasiveness, Tact)

2. “People who don’t cooperate during meetings or don’t carry their share of the load in group projects are often a serious nuisance. Tell me about a time when you were trying to hold a meeting make a presentation, or work on a group project and someone wasn’t cooperating with you.” (Persuasiveness, Tact)

3. “Important meetings and interview usually require advance preparation. Tell me about a recent meeting or interview that you had to prepare for to make sure it would go the way you wanted.” (Strategic Skills)

4. “No matter how much we prepare, we sometimes find ourselves in situations we didn’t expect. Tell me about a time when you were in a meeting trying to get something accomplished and something happened that you didn’t expect.” (Strategic Skills)

5. “People sometimes make requests or ask for special services that would take a lot of time and trouble to provide. Tell me about a time when somebody wanted you to help them with something that would have been especially unpleasant, inconvenient, or time-consuming and you had to make a decision about whether or not to do it.” (Service Orientation)

6. “Tell me about a time when someone wanted to talk to you about a serious problem and get your advice.” (Service Orientation)

7. “Now, please tell me about a time when you had to deal with someone who was very angry at you or the company you represented.” (Tact)

## CLOSING

“Those are all the questions I have right now. Given your interest in (*name of Company*) is there anything else about yourself that might be important for me to now?”

“Our time is almost up. But before we close, is there a question or two I might be able to answer for you?”

- Close interview.

*As appropriate...*

- Make commitment date for feedback.
- Obtain call back telephone number and address.
- Describe next contact arrangements.
- Thank candidate for interest in Company.