

Instruments Sales Representative Interview Questions

1. Tell me how you organize, plan, and prioritize your work.

2. Share an experience in which you effectively contacted customers, discussed needs, and explained how products or services could meet those needs.

3. Share an experience you had in dealing with a difficult person and how you handled the situation.

4. Share an experience in which you successfully shared a difficult piece of information. (Make sure that the candidate has open lines of communication.)

5. Share an experience when you applied new technology or information in your job. How did it help your company?

6. Tell me about an experience in which you analyzed information and evaluated results to choose the best solution to a problem.

7. Share an example of a time you had to gather information from multiple sources. How did you determine which information was relevant?

8. Describe a time when you successfully persuaded another person to change his/her way of thinking or behavior.

9. Please share an experience in which you presented to a group. What was the situation and how did it go?

10. Provide an example of a time when you were able to demonstrate excellent listening skills. What was the situation and outcome?

11. Would you consider analyzing data or information a strength? How so?

12. Provide an example when you were able to prevent a problem because you foresaw the reaction of another person.

13. Describe an experience in which your ability to work well with others and reconcile differences helped your company or employer. (Make sure the candidate knows how to negotiate.)

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14. Share an effective approach to working with a large amount of information/data. How has your approach affected your company?

15. Name a time when you identified strengths and weaknesses of alternative solutions to problems. What was the impact?

16. Share a time when you willingly took on additional responsibilities or challenges. How did you successfully meet all of the demands of these responsibilities? (Make sure the candidate is a self-starter and can demonstrate some initiative.)

17. Tell me about a time when you developed your own way of doing things or were self-motivated to finish an important task.

18. Provide an example of when you were persistent in the face of obstacles.

19. Share an example of when you established and accomplished a goal that was personally challenging. What helped you succeed?

20. Share an example of when you went above and beyond the "call of duty". (Look for answers that show the candidate is dependable.)

21. Share an experience in which your attention to detail and thoroughness had an impact on your last company.

22. Share an experience in which your understanding of a current or upcoming problem helped your company to respond to the problem.

23. What is the state of your customer records? What is something you would like to improve?

24. Share an experience in which you effectively negotiated a price, terms of sales, or a service agreement.

25. Provide an experience in which you effectively emphasized product features that would meet a customer's needs.

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26. Provide an example when your ethics were tested.

27. Provide a time when you worked in a rapidly evolving workplace. How did you deal with the change? (Make sure the candidate is flexible.)

28. Provide a time when you dealt calmly and effectively with a high-stress situation.

29. Provide an effective method you have used to identify prospective customers.

30. Give me an example of when you thought outside of the box. How did it help your employer?

31. Name a time when your advice to management led to an improvement in your company or otherwise helped your employer.

32. Provide an experience in which you effectively prepared sales contracts for orders.

33. What factors do you consider when selecting products? Share an experience.

34. Share an experience in which your ability to consider the costs or benefits of a potential action helped you choose the most appropriate action.

35. Provide a time when you were able to identify a complex problem, evaluate the options, and implement a solution. How did the solution benefit your employer?

36. Name a time when your patience was tested. How did you keep your emotions in check?

37. Tell me about an effective sales presentation or proposal which you prepared.

38. Share an experience in which collaborating with colleagues helped you to be more effective in your work.

39. Provide an experience in which your ability to actively find ways to help people improved your company or your own work ethic.

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40. Share an experience in which you successfully coordinated with others. How about a coordination effort that was not as successful?

41. How would you rate your writing skills? (Ask for an example that demonstrates great writing skills.)

42. How do you balance cooperation with others and independent thinking? Share an example. (Try to determine if the candidate has a cooperative attitude or is otherwise good-natured.)

43. Provide an experience in which you arranged for the installation and/or testing of products and machinery.

44. Provide an experience in which you successfully provided customers with ongoing technical support.

45. Tell me about the last time you monitored or reviewed information and detected a problem. How did you respond?

46. Share an experience in which personal connections to coworkers or others helped you to be successful in your work. (Make sure candidate works well with others.)

47. Share an effective method you have used to stay informed on market conditions, business trends, and industry developments.

48. Share an experience in which your willingness to lead or offer an opinion helped your company.

49. Share an experience in which studying information about a new product helped you to accurately depict equipment/supplies and make proper recommendations.

50. Provide an experience in which you visited establishments to evaluate needs and/or to promote product or service sales.

51. What are some long-range objectives that you developed in your last job? What did you do to achieve them?

52. Name a time when your creativity or alternative thinking solved a problem in your workplace.

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53. Provide an experience in which you accurately computed costs and estimated savings.
54. Provide an experience in which you were sensitive to someone's needs or feelings. How did your helpfulness affect your work environment?
55. Share an experience in which you consulted with engineers to resolve a technical problem with a product.
56. Describe your experience appraising equipment to determine contract terms and trade-in values.
57. Please share an experience in which you successfully taught a difficult principle or concept. How were you able to be successful?
58. Share an experience in which you recommended a way for a customer to alter product usage which improved production.
59. Provide an experience that demonstrates your ability to manage time effectively. What were the challenges and results?
60. What is the most challenging part of budgeting for you?
61. What have you found to be the best way to monitor the performance of your work and/or the work of others? Share a time when you had to take corrective action.
62. Share an effective method you have used to distribute resources, e.g. samples.
63. Share an experience in which you used new training skills, ideas, or a method to adapt to a new situation or improve an ongoing one. (Look for the candidate's ability to learn.)
64. Describe your experience visiting establishments to determine product sales.
65. In your experience, what is the key to ensuring your company was compliant with all laws, regulations and standards that were applicable to your area of responsibility?

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66. Share an experience in which you researched and informed customers of tax benefits or government rebates for energy-efficient products.

67. Provide an experience in which you successfully presented customers with information regarding energy efficiency or environmental impact of products.

68. Share an effective method you have used to inform customers about responsible use and disposal of products.

69. Provide an experience in which you effectively trained establishment personnel in equipment use.

70. Share an experience in which you improved the space utilization in a company.

71. Describe an experience in which you identified the educational needs of your students and successfully developed a way to teach/train them.