

Demonstrator Sales Interview Questions

1. What is the key to success when communicating with the public.
2. Share an experience you had in dealing with a difficult person and how you handled the situation.
3. Share an example of when you went above and beyond the "call of duty". (Look for answers that show the candidate is dependable.)
4. 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.)
5. Describe the methods you have used to effectively persuade customers to purchase products or use services.
6. Please share an experience in which you presented to a group. What was the situation and how did it go?
7. Provide an example of a time when you were able to demonstrate excellent listening skills. What was the situation and outcome?
8. Share an effective method you have used to keep working areas neat and orderly.
9. Provide an experience in which providing samples, coupons, brochures, or other incentives helped you to persuade people to buy products.
10. What is the state of your records of demonstration-related information? Name one thing you would like to improve.
11. Describe a time when you successfully persuaded another person to change his/her way of thinking or behavior.
12. Name a time when your patience was tested. How did you keep your emotions in check?
13. Share an experience in which you set up and arranged a display area to effectively attract attention of prospective customers.
14. Provide an example when your ethics were tested.

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

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

17. Provide an experience in which you suggested a specific product purchase to meet a customer's needs.

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

19. Share an experience in which you visited trade shows, stores, community organizations, or other venues to demonstrate products and to answer questions.

20. Share an experience in which you successfully identified an interested and qualified customer to provide with more information.