

Advertising Consultant Interview Questions

1. Give me an example of when you thought outside of the box. How did it help your employer?
2. Tell me how you effectively maintained your account base while developing new accounts.
3. What is the key to success when communicating with the public.
4. Share an experience you had in dealing with a difficult person and how you handled the situation.
5. Share an experience in which you successfully shared a difficult piece of information. (Make sure that the candidate has open lines of communication.)
6. Tell me how you organize, plan, and prioritize your work.
7. Share an experience when you applied new technology or information in your job. How did it help your company?
8. Share an example of a time you had to gather information from multiple sources. How did you determine which information was relevant?
9. Describe a time when you successfully persuaded another person to change his/her way of thinking or behavior.
10. Please share an experience in which you presented to a group. What was the situation and how did it go?
11. Provide an example when you were able to prevent a problem because you foresaw the reaction of another person.
12. Provide an example of a time when you were able to demonstrate excellent listening skills. What was the situation and outcome?
13. Share an experience in which you explained to a customer how a specific type of advertising would effectively promote his/her product or service.
14. Provide an experience in which your ability to actively find ways to help people improved your company

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or your own work ethic.

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

16. 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.)

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

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

19. Share an effective method you have used to locate and contact potential clients.

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 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.)

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

23. Tell me about an effective sales presentation which you delivered.

24. Provide an example when your ethics were tested.

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

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

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

28. Provide an experience in which you drew up an effective contract for advertising work.

29. What factors do you consider when recommending sizes and formats for advertising? Share an experience.

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