



JOH Partners  
Tailored Recruitment Solutions

# COMMERCIAL ROLES INTERVIEW GUIDE

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# BEFORE THE INTERVIEW:

## Preparation

- **Understand the Company:** Research the company's products, services, market position, and target audience. Know their competitors and recent market trends.
- **Review Your Achievements:** Highlight your sales successes, such as revenue growth, client acquisition, and team leadership.
- **Know the Metrics:** Be ready to discuss KPIs, forecasting, and sales pipeline management.

# QUESTIONS YOU COULD BE ASKED:

## Introduction and Background

**Q: Can you walk us through your career in sales and how it has prepared you for this role?**

*(This question invites you to share your progression and how your experience aligns with the company's goals.)*

**A:** Provide a structured summary, focusing on leadership roles, major accomplishments, and expertise in driving sales growth.

**Q: What is your proudest achievement in your sales career?**

*(This gives you the opportunity to showcase your biggest impact in sales.)*

**A:** Highlight a specific achievement, such as exceeding revenue targets, securing a major client, or turning around underperforming teams.

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# QUESTIONS YOU COULD BE ASKED

## Sales Strategy and Planning

**Q: How do you develop and execute a sales strategy?**

*(This explores your ability to align sales plans with business goals.)*

**A:** Share your approach to market analysis, goal setting, and translating strategy into actionable plans.

**Q: How do you balance long-term strategy with short-term sales targets?**

*(This assesses your ability to manage immediate results while focusing on growth.)*

**A:** Discuss your process for maintaining a healthy pipeline while driving consistent performance.

## Performance and Metrics

**Q: What KPIs do you prioritize to measure sales team performance?**

*(This question evaluates your understanding of key success metrics.)*

**A:** Highlight KPIs such as revenue growth, conversion rates, average deal size, and customer retention.

**Q: How do you identify underperforming areas in the sales process and improve them?**

*(This examines your analytical skills and ability to optimize performance.)*

**A:** Share an example of diagnosing challenges and implementing solutions to improve results.

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# QUESTIONS YOU COULD BE ASKED

## Client Acquisition and Retention

**Q: What is your approach to acquiring new clients in a competitive market?**

*(This evaluates your ability to develop effective client acquisition strategies.)*

**A:** Discuss techniques such as leveraging data, building relationships, and identifying unique value propositions.

**Q: How do you ensure long-term client satisfaction and retention?**

*(This assesses your focus on customer success and relationship management.)*

**A:** Highlight your methods for maintaining regular communication, addressing client needs, and adding value over time.

## Sales Team Leadership

**Q: How have you built and managed high-performing sales teams?**

*(This explores your ability to recruit, develop, and inspire talent.)*

**A:** Share examples of hiring the right people, setting clear expectations, and fostering collaboration.

**Q: How do you handle conflict within your sales team?**

*(This assesses your leadership and conflict resolution skills.)*

**A:** Provide an example of addressing a disagreement constructively while maintaining team morale.

## Pipeline and Forecasting

**Q: How do you manage the sales pipeline to ensure consistent revenue growth?**

*(This focuses on your ability to track opportunities and maintain a strong pipeline.)*

**A:** Explain your process for monitoring pipeline stages, prioritizing opportunities, and driving deals to closure.

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# QUESTIONS YOU COULD BE ASKED

**Q: What methods do you use for accurate sales forecasting?**

*(This evaluates your ability to predict and plan for revenue targets.)*

**A:** Share tools or processes you use to analyze historical data, market trends, and team performance.

## Negotiation and Closing

**Q: What's your approach to negotiating large deals with key clients?**

*(This explores your negotiation skills and ability to close high-value deals.)*

**A:** Discuss your strategy for understanding client needs, handling objections, and creating win-win outcomes.

**Q: Can you share an example of a challenging deal you closed successfully?**

*(This assesses your ability to overcome obstacles and secure results.)*

**A:** Provide details of the situation, your approach, and the final outcome.

## Adaptability and Market Trends

**Q: How do you stay updated on industry trends and adjust your sales strategies?**

*(This evaluates your ability to adapt to changing markets.)*

**A:** Highlight your methods for tracking trends, gathering insights, and applying them to your sales approach.

**Q: How have you adjusted to disruptions like economic downturns or new competitors?**

*(This examines your resilience and problem-solving skills.)*

**A:** Share examples of how you've pivoted strategies to maintain performance during challenging times.

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## Personal and Professional Insights

**Q: What motivates you to pursue this role, and how do you see yourself contributing to our sales success?**

*(This question helps assess your alignment with the company's vision.)*

**A:** Reflect on your passion for sales and leadership, and how your skills align with the organization's objectives.

**Q: How do you maintain a competitive mindset while ensuring ethical sales practices?**

*(This explores your ability to balance ambition with integrity.)*

**A:** Discuss your approach to achieving results without compromising ethics or client trust.

## TIPS FOR SUCCESSFUL RESPONSES

1. **Use the STAR Method:** Structure your answers by describing the Situation, Task, Action, and Result.
2. **Highlight Measurable Outcomes:** Focus on metrics like revenue growth, team performance, and client satisfaction.
3. **Demonstrate Leadership:** Show your ability to inspire and manage teams effectively.
4. **Be Client-Centric:** Emphasize your focus on understanding and addressing client needs.

**Finally be yourself, have your own questions to ask and good luck !**

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