

12 Tips For Conducting Effective Sales Interviews

- 1. Be Courteous**
- 2. Ask Prepared Questions**
- 3. Set Aside At Least 45 Minutes**
- 4. Conduct Panel Interviews**
 - **Panel members should consist of personnel new hire would regularly interact with**
 - **Have each panel member ask a different section of questions**
 - **Have the same panel member ask each candidate the same set of questions**
- 5. Start By Establishing Mutual Respect**
- 6. Talk Time: 80% Candidate / 20% Interviewer**
- 7. Ask Broad Open-Ended Questions & Probe**
- 8. Use A Behavioral Style Questioning Format**
- 9. Ask How The Applicant Feels About People**
- 10. Question Job Objectives & Probe Deeply Here**
- 11. Ask How The Applicants Views Themselves**
- 12. Give Applicant An Opportunity To Elaborate**