

Interview Preparation

This is your guide to nailing your interview and landing your dream sales role!



We know interviews are tough - but they're also a great opportunity to land your dream job! We want to ensure you have the knowledge, tools and confidence to get that job! Here are some tips to help you...

How to research a company

Visit the company's website your interviewing with and research the following topics:



Client
Testimonials



About Us



Key
Employees



Financial
Information



Proposition,
Products,
Services



Company
Values



Blogs

Explore the company's [LinkedIn profile](#) and other [social media platforms](#)! Find out what articles and content their marketing team are posting and incorporate it into your responses. Marketing and sales go hand-in-hand, so considering the bigger picture is essential. Be sure to research the people you're interviewing with by looking at their backgrounds, mutual connections and shared interests. This will aid in building a rapport and breaking the ice at the interview.

Don't be afraid to [contact the company](#) directly and ask the current sales team members questions about specific products or services to get a better understanding of what you'll be selling.

Take interest in who your prospective customers might be in your new role and as part of your preparation, do some research into the industry sectors and businesses that they sell into.



How to approach an interview

When approaching job interviews, many candidates prepare for a formal discussion and questions about predictable topics.

Some of the best job interviews, are those that feel more like conversations. Approach an interview like a potential **sales meeting**, you are applying for a sales role after all!

Business dress... you will never get bad feedback on being over dressed but being under dressed is taking a chance. This goes for virtual interviews too! Be sure to still dress business attire and to ensure there are no distractions in the background. The best way to avoid this is to blur your screen or put a professional background on.

Research their interview process online. Check out their **LinkedIn**.

Look for articles and posts. Review their activity, shared groups, interests and weave this research into the conversation. Take an up-to-date copy of your CV or have it in front of you for those virtual interviews, a notepad and pen. Take printouts and/or hand written notes of key stats and findings on the company. This will support as a prompt during the interview.

Always arrive **10 mins** early and plan your journey a few days ahead of time, testing it out before the actual day of the interview if necessary. When it comes to virtual interviews, remember to treat them the same way you would a face-to-face interview; you will need to know how to connect to the call.

Furthermore, you can join the interview early! A virtual “lobby” is available on most video platforms.



Typical Interview Questions

Why are you interested in us?

Your answer to this must be well thought out and specific to you, thinking about why the reasons you say you are attracted to the company are important to you and what it would mean to you to work for them.

Why are you interested in this role?

Explain your understanding of the role in an energetic manner and highlight your transferable skills/experience.

Tell me something interesting that isn't on your CV?

Choose a unique personal story or experience that shows character or soft skills not reflected in your work history.

What do you consider your greatest achievement or failure?

Pick a meaningful example and explain what you learned or how it shaped your professional growth.

What are your strengths and weaknesses?

Be honest but strategic: highlight a genuine strength and a weakness that you're actively improving and doesn't compromise the role.

Tell me about the culture of the business?

Demonstrate you've researched the company and connect its culture to your own values and work style.

What do you do to celebrate success?

Show that you recognise achievements, share success with others, and stay motivated for future goals.

How do you deal with failure (missing a target, losing out on a sale)?

Explain how you reflect on failure constructively, adjust your approach, and stay focused on improvement.

Why do you want a career in sales?

Link your personality, skills, and motivations to what makes someone successful in sales.

What personal motivations do you have outside of the workplace?

Share a passion or goal that reveals discipline, drive, or character, without being overly personal.



What questions you can ask at the end of an interview

There's a process and flow that needs to be followed through here, you must start off by asking questions about the role, then find out about the interviewer, his/her team, culture of the business and complete your questions (with the exception of the close) by asking about training & career progression. Some example questions are:

- 1 What does a typical day in the role look like?
- 2 What are the challenges of this role and selling into this market?
- 3 What are the most enjoyable aspects of the role?
- 4 What separates the good from the great salespeople in this job?
- 5 How well has this area performed previously from a new business or account management perspective?
- 6 What KPI's and targets will I work towards?
- 7 What can I expect from the first 12 months in the role?
- 8 How does the bonus/commission scheme work?
- 9 I am committed to my own personal development, and am successful in getting this job, then what sort of initial training will I receive and how will you help ensure my ongoing development?
- 10 If I am successful in this role, what sort of career pathways might open up to me?

Additional Questions

- 1 Why did you (the interviewer) join the business?
- 2 How have you developed as a sales professional since joining?
- 3 How would you describe your management style?



How to close

One of the most important parts of the interview.

STEP 1

Reaffirm your interest in the role.
You must firstly give the interviewer your feedback on how the meeting has gone (if you are keen let them know, lay your cards on the table and be honest with them about your feelings for the opportunity).

Ask them how they feel the interview has gone and how much of a fit they see you as for the role.

STEP 2

STEP 3

After getting their feedback, ask if they have any concerns. If they do, explore the concern by asking what caused it and how serious it is. Then address it as you would an objection in a sales pitch. Once resolved, ask when you can expect a decision. Finally, call BMS with your feedback as soon as you leave.

We hope these interviews tips and questions help! Remember to [relax](#) and [be yourself](#). The good thing about being yourself is you don't have to go by a script, you can talk freely and let your personality shine through, helping you to have a more relaxed conversation with the interviewer!



GOOD LUCK!

If you need any help with your interview or are open to opportunities, call us on 0800 060 8420, alternatively check out our [live jobs](#).