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## Marketing and Sales Interview Questions

### **Practice Best Marketing and Sales Interview Questions and Answers.**

#### **Q1. Do you comfortable in making cold calls?**

You can answer this question as Yes, I am very **comfortable making cold calls**. As I think it is a great resource for new business development for most organizations. It is a top sales skill that helps to gain a competitive edge, not just for prospecting and landing meetings with C-Level decision-makers, but at every stage of the funnel.

#### **Q2. Have you consistently met your sales goals?**

You should answer this honestly as it depicts your character but always state the positive things only. For example Yes, I have consistently met my sales goals. and then explain how you met your sales goals in the past like if you developed a new sales strategy or worked particularly well on team sales etc.

#### **Q3. Do you prefer a long or short sales cycle?**

You must prefer a **short sales** cycle as it gives you opportunities to make more money because you meet with more and it will help you as long as you have a helpful attitude, solve their problem or fill a need.

#### **Q4. How do you keep yourself up to date on your target market?**

To keep yourself up to date on your target market, you can follow the given steps:

- Making a plan for regular planning and research.
- Ready for improvement.
- Offering valuable information on the internet/online.
- Stay aware and up to date with your competition.
- Keep your website up-to-date.

**Q5. According to you who is an ideal sales manager?**

An ideal sales manager is a person having good characteristics like **Passion, Integrity, Positive attitude, Good Leadership, Loyalty, Availability and remains highly motivated.**

**Q6. What are core qualities that every sales person must have?**

The core qualities that every salesperson must have are:

- Ability to Listen
- Empathy for their customers
- Competitiveness to perform the best
- Networking Ability to attract more customer
- Confidence in the approach
- Enthusiasm for the work.

**Q7. What role does social media play in your selling process?**

Nowadays **social media** play a vital role in the selling process. As of now customers relies on the feedback and availability of information about the product on the internet. It also helps in segmenting the customer and also helps to reach out to the potential customer regardless of which place they belong. It provides a wider market and helps in boosting sales.

**Q8. When you stop following a client?**

You can **stop following a client** when you have successfully accomplished your task or the client is not interested in pursuing them many times. Apart from this you must regularly follow up in a given interval of time and must try to pursue your client.

**Q9. Why you want to do job in marketting and sales?**

First of all, there is a lot of scope in **marketing and sales**. It enhances one's capability and gives exposure to a variety of real-life problems and challenges. The experience boosts up your capabilities and also makes you a better version of yourself.

### Q10. How should a commission plan be structured?

A **sales commission plan** must be structured by taking care of the aspects that would only help in enhancing the sales. Therefore the structure must consist of the following to achieve it:

- The right blend of salary and commission
- Compensation that includes both individual accomplishments and team or company achievements
- Effective territory planning and quota setting
- Accurate and aligned performance dashboards
- Tools that enable your sales force

### Q11. What is the difference between Hard work and smart work?

The difference between **hard work** and **smart work** is based on the approach to any given task. **Hard work** would mean spending long hours to complete that work with classical and predefined methods without any shortcuts. Whereas **Smart work** would be aiming for the same results but with planning and prioritization of tasks by selecting unconventional methods and paths.

### Q12. What are the easy ways to achieve the lead?

There are several ways to achieve the lead in business. Some of them are as follows:

- Creating User-friendly content
- Blog Posts
- Write a Guest Blog Post
- Social Media Engagement
- Offer Free Content
- Weekly Contests & Giveaways
- Partner With an Influencer

### Q13. Do you create presentations. What you put to impress a client.

**Yes**, a **presentation** is an important aspect of any business as it provides a wider view of any problem, solution, etc. through deep analysis and shows the overview with ease and easily understandable form. While creating a presentation you can add the following to impress your client:

- Ask the client for input before beginning
- List the key takeaways at the beginning
- Ensure your slides aren't too busy
- Include only the data that matters, and put everything else in the appendix
- Encourage your client to speak

- including final thoughts.

**Q14. How would you convince a vendor to sell our product who is already selling competitor products?**

It is not an easy task still you can convince a **vendor to sell your product** who is already selling competitor products. You can give him a suitable margin without compromising the quality. You can provide numerous offers and giveaways. You must ensure that the marketing of your product is appropriately done and you can pursue them to sell your product along with the other product and analyze the requirement.

**Q15. How will you launch a new product in Market?**

While launching a new product in the market you must take care of the following points:

- Find your core audience and Know your audience
- Target major media outlets
- Bring brand ambassadors into your business family
- Use pre-launch videos to drive leads
- Technology is your friend so use it wisely
- Use social media for proper branding

**Q16. What type of Vendor management experience you have?**

**Vendor management** experience comes when you spend a lot of time in the market. You can have a lot of experience about multiple vendors and the strategy that they follow. There are few methods that will help you in Vendor management. These methods are:

- Share Information and Priorities
- Balance Commitment and Competition
- Allow Key Vendors to Help You Strategize
- Seek to Understand Your Vendor's Business
- Negotiate to a Win-Win Agreement
- Come Together on Value

**Q17. What is an easy target for you?**

An **easy target** is basically a target that requires minimum efforts in order to create an impact about your business upon them. Thus you can easily sell your product and there is no need to use a lot of resources to sell your commodity to them. For example, if you can get the people who like cake, then they would be an easy

target to sell your cake to them.

**Q18. What will you do if the customer is not making the payment?**

There are several methods that will help you in seeking assistance if the customer is not making the payment. These methods are as follows:

- Research the Client
- Make a Contract
- Get Payment Upfront for Larger Projects
- Charge Late Fees
- Try Other Contact Methods
- Stop Working
- Go for Factoring
- Seek Legal Action

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