**10 INTERVIEW QUESTIONS TO ASK YOUR NEXT SERVICE CONSULTANT CANDIDATES**

**Dealership Name:**

**Department:**

**Position:**

**Name of Candidate:**

**Interview Date:**

**Candidate Rating:**

**Manager Name:**

**Q. What motivates you to sell?**

**A.** This is a question experienced consultant should expect. Look out for vague or generic answers. Good answers might include a desire to get to know people, or a competitive spirit that compels them to beat their numbers every quarter. Consider whether their answers align with the culture of your business.

How did your candidate respond?

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Q. What’s more important: Meeting your sales targets or making your customers happy?

A. Both are important and depending on your specific business goals, it may be more important to prioritize sales volume over customer satisfaction. The most effective service consultants are ones who care about meeting the needs of their customers.

How did your candidate respond?

Q. Are you more comfortable cultivating relationships or identifying new opportunities?

A. Farming and hunting are both critical parts of sales, and good candidates should feel comfortable with both. Depending on your specific business needs, though, one might be more important than the other.

How did your candidate respond?

Q. Explain the steps you take, from the beginning of the sales process to the end.

A. This shows how well your candidate understands and considers the sales process. It also illustrates how they organize their thoughts and communicate complicated concepts.

How did your candidate respond?
Q. Tell me about a time you faced a lot of rejections. How did you persevere?

A. Rejection is an inevitable part of sales. Great service consultants are driven, resilient, and creative. Look for professionals who don’t give up and who are able to adjust their strategies until they find something that works.

How did your candidate respond?

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Q. What are your favorite questions to ask customers?

A. Good consultants spend more time asking questions than pitching. Look out for open-ended questions that will help a consultant thoroughly understand the customers needs.

How did your candidate respond?

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Q. How would former coworkers or customer describe you?

A. This question should give you some sense of what the professional is like to work with. “Helpful,” “Determined,” and “Optimistic” are all great qualities in a sales rep.

How did your candidate respond?

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Q. Do you incorporate content and social media into your sales strategy?
A. The ability to create relevant and engaging content and have an active presence on social channels is increasingly important in modern sales environments. Even if they don’t have experience, good candidates should be willing to experiment.
How did your candidate respond?

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Q. If you were hired for this position, what would you do in your first month?
A. The answer to this question doesn’t have to blow you away. However, the candidate should have some sort of action plan to get started. No matter how much training you provide, it’s still smart to hire a self-starter when you can.
How did your candidate respond?

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Q. What do you do to keep learning?
A. The sales landscape is changing quickly, and it’s important for effective service consultants to keep up with new trends and tactics in the industry. It’s great if they follow specific sales blogs or have personal role models, but you should also look for professionals who enjoy learning about other fields as well.
How did your candidate respond?

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