

Logistics Services Salesperson Interview Questions And Answers Guide.



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Logistics Services Salesperson Job Interview Preparation Guide.

Question # 1

Please tell us what motivates you?

Answer:-

Money, achievement, helping customers, being #1 -- there are a lot of potential answers to this question. What makes a good answer vs. a bad one will hinge on your company culture. For instance, if teamwork is paramount within your sales team, a candidate who is driven by internal competition might not be a great fit.

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Question # 2

Please explain about a sales experience that demonstrates your work ethic?

Answer:-

If they give a positive one, ask for a negative one. e.g. a time they failed and what they learned

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Question # 3

Explain how do you expect to close sales? How do you know when a buyer is ready to buy? What closing principles do you follow? What closing techniques work best for you?

Answer:-

Does the candidate mention of the importance of body language?
Some answers to "what closing principles do you follow" include:
Do not attempt to close until the buyer is ready
When you propose a close, be silent until the buyer responds
After the sale is made, quit selling
Should be able to describe three different closing techniques

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Question # 4

Tell me what's your opinion of the role of learning in sales?

Answer:-

Being thrown for a loop by this question is a sign that your candidate isn't a life-long learner, which is becoming increasingly important in sales.

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Question # 5

Tell me what are three adjectives a former client would use to describe you?

Answer:-

Listen for synonyms of "helpful," as a consultative approach is becoming increasingly important in modern sales.

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Question # 6

Explain how do you research prospects before a call or meeting? What information do you look for?

Answer:-

Neglecting to use LinkedIn to research clients is not a viable option in today's sales environment. Ensure that candidates are searching for personal commonalities in addition to professional information so they can tailor their communication as much as possible. Looking into company trigger events would be the cherry on top.

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Question # 7

Please tell me have you consistently met your sales goals?

Answer:-

Should have done a thorough job of research on your industry and company

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Question # 8

Tell me how do you overcome buyer objections? How do you handle price objections?

Answer:-

Ask for examples

Can they describe selling on value, not on price?

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Question # 9

Explain who are you most comfortable selling to and why?

Answer:-

Listen for whether they answer with a description of an ideal buyer, or a particular demographic with no tie-in to the buying process. Depending on your product or service, the second type of response might pose a problem.

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Question # 10

Tell me what's your take on collaboration within a sales team?

Answer:-

Collaboration might be less important at some organizations than others, but candidates who aren't willing to collaborate at all won't likely make pleasant coworkers, not to mention their uncooperative attitude will block knowledge sharing.

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Question # 11

Tell me what was your most significant professional accomplishment?

Answer:-

Keep asking for more and more detail to get insight into work ethic

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Question # 12

Do you know how do you keep up to date on your target market?

Answer:-

Even if the target market of their last job is totally different than that of the one they're interviewing for, this will show you their ability to find and keep up to date with relevant trade publications and blogs.

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Question # 13

Tell us have you ever had a losing streak? How did you turn it around?

Answer:-

Everyone has bad spells, so beware of someone who claims they've never experienced a downturn. Nothing's wrong with a temporary slump as long as the candidate learned from it.

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Question # 14

Tell us what are some of your favorite questions to ask prospects?

Answer:-

Salespeople today should be asking questions more than making pitches. Open-ended questions that help a rep thoroughly understand a prospect's needs are as good as gold.

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Question # 15

How do you generate leads as Logistics Services Salesperson?

Answer:-

Asking for referrals from current customers should be a large part of the answer

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Question # 16



Can you explain something to me?

Answer:-

While this technically isn't a question, it's important to assess whether the candidate has a helpful demeanor.

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Question # 17

Tell us what role does social media play in your selling process?

Answer:-

Social selling is becoming more important in all industries. If the candidate has not used social channels to research prospects or look for leads in the past, make sure they have a willingness to learn.

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Question # 18

Tell us what role does content play in your selling process?

Answer:-

Again, it's not necessarily a deal breaker if the salesperson doesn't actively share and engage with content on their social media accounts, but they should at least want to start doing so.

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Question # 19

Explain what were your goals for the past three years and did you meet them? What was the reason for your success? Why didn't you meet the goals?

Answer:-

Should have had concrete goals with metrics

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Question # 20

Tell me what's worse, not making quota every single month or not having happy customers?

Answer:-

Depending on your company's goals, either answer could be the right one. But beware of reps who will prioritize quota over truly giving customers what they need -- or withholding from them what they don't.

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Question # 21

Tell us have you ever turned a prospect away? If so, why?

Answer:-

Selling to everyone and anyone -- even if a salesperson knows it's not in the prospect's best interest -- is a recipe for disaster. Make sure your candidate is comfortable with turning business away if the potential customer isn't a good fit.

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Question # 22

Tell me when do you stop pursuing a client and why?

Answer:-

The right answer here will depend on your company's process, but in general, the more tenacious and persistent a rep is willing to be, the better. Trish Bertuzzi, founder of The Bridge Group, recommends six to eight attempts before throwing in the towel.

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Question # 23

Tell me what interests you most about this position as Logistics Services Salesperson?

Answer:-

This is probably one of the first - and most important - questions you'll be asked. The interviewer will obviously want to know that you are interested in and good at selling.

It's also important to demonstrate the research you've done on the company before the interview and talk about why you want to sell this particular company's products and/or services. Talk about your admiration for the company's sales strategies or product quality and explain how your past experience is relevant.

I've always admired your company's reputation for customer service and I know that's a big part of why your clients buy from you. I have a lot of experience selling to your key demographic and I know how to sell the overall product experience - including the customer service component. Let me tell you about a sales campaign I came up with last year that centered on the benefits of customer service....

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Question # 24

Tell us what made you want to get into sales?

Answer:-

Commission, while perhaps part of the motivation, is not a great response to this question.



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Question # 25

Tell me how would you approach a short sales cycle differently than a long sales cycle?

Answer:-

Short cycles call for reps that can close quickly, and long sales cycles require a much more careful, tailored approach. They're drastically different, and your candidate should recognize this.

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Question # 26

Tell us what types of products/services have you sold and how did you sell them?

Answer:-

See if they understand how to sell "solutions" as opposed to "products" or "services"

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Question # 27

Tell me what is your sales process, given a qualified lead? How many contacts do you make on a qualified lead?

Answer:-

Look for logical steps including building a relationship and asking about the prospect's needs as the first two steps

Average number of contacts should be 12

Ask for the different types of contacts they make to qualified prospects

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Question # 28

Explain what's your approach to handling customer objections?

Answer:-

Preparing to deal with objections instead of winging it is critical. Listen for evidence of a process.

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Question # 29

Basic Logistics Services Salesperson Job Interview Questions:

Answer:-

- * What motivates you as a sales professional?
- * How would you describe the corporate culture of your past company?
- * What traits do you believe make up the most effective sales representatives?
- * What sales quotas are you accustomed to?
- * How comfortable are you with cold-calling?
- * How long was the average sales cycle at your previous jobs?
- * Who were your most profitable target markets at your previous jobs?
- * How would you describe your sales technique?
- * What are some common hurdles you're facing right now as a sales representative in your current position?
- * Can you give me an example of a complex contract negotiation you've completed and how you did it?
- * How did your past organization position itself in the market?
- * How would you describe your ideal sales manager?
- * What are some of the traits you look for in a leader?
- * Give me an example of when you've prospected a lead creatively, and what are the steps you took to do so?
- * Where would you like to see yourself improve in the area of sales?
- * What does the term "consultative selling" mean to you?
- * How much was an average sale at your previous position?
- * Give me an example of how you handled a difficult client in order to get the sale, and what did you learn from the experience?
- * What was a typical day like at your past position?
- * What was your compensation package at your past position?
- * Can you give me an example pitch of the product or service you were selling at your previous position?
- * What types of managers do you learn best under?
- * Why are you looking to leave your current position?
- * How do you define success?
- * How would you describe the selling style of your former manager?

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Question # 30

Warm-up Logistics Services Salesperson Job Interview Questions:

Answer:-

- * Tell me about yourself.
- * Where are you currently working?
- * What are some of your largest accomplishments?
- * What do you bring to the companies you have worked for?
- * How many times in the last eight years have you met or exceeded quota?

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Question # 31

Fresh Logistics Services Salesperson Job Interview Questions:

Answer:-

- * Describe how you have leveraged your creativity to be successful in winning new customers.
- * Describe a tough customer that you won over. How did you do it?
- * If I worked with you in the past, would I have considered you competitive? Why?
- * If I were to speak with your last sales manager how would they describe you?
- * What kinds of sacrifices have you made to be successful? Please explain.
- * Describe a typical day and week for you?
- * How many cold calls do you make in a typical day?
- * What is your ratio of calls to closes?
- * How do you close tough customers? Please walk me through some examples.
- * How do you develop relationships with tough customers?
- * Can you please share an example of a time when you had a (challenging customer OR under performing team member - [depending on the role])? How did you approach the situation and what was the end result?
- * Are you given leads or do you develop your own leads?
- * What tactics have you employed in the past to build your pipeline? What were the results?
- * How have you kept your spirits up in the face of rejection?
- * Describe some of your biggest prospecting successes?
- * Why have you been successful?
- * Tell me about a time when your persistence paid rewards?
- * Do you follow a sales system? Please describe.
- * Describe your past 3 managers. What did you like or dislike about them?
- * If your colleagues were to describe you in one word - what would that be? Why?
- * How do you recover from making mistakes in front of customers? Provide examples?

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Question # 32

Tell us, in your last position, how much time did you spend cultivating customer relationships vs. hunting for new clients, and why?

Answer:-

Certain companies and roles call for people better at farming or hunting, but look out for a person who performs one of these tasks to the exclusion of the other. Both are vital to selling well.

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Question # 33

Tell me what kind of goals motivate you the best? What total compensation are you seeking?

Answer:-

Should be enthusiastic about setting goals

Should be comfortable with a large share of compensation at risk (at least 50 per cent)

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Question # 34

Tell us have you ever asked a prospect who didn't buy from you to explain why you lost the deal? What did they say, and what did you learn from that experience?

Answer:-

Following up on deals to learn how to do better next time -- win or lose -- boosts the odds of winning in the future. A salesperson who takes the time to learn from both their successes and their failures will likely be a valuable addition to your team.

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Question # 35

Suppose if you were hired for this position, what would you do in your first month?

Answer:-

The answer to this question doesn't have to blow you away. However, the candidate should have some sort of action plan to get up and running. No matter how much training you provide, it's still smart to hire a self-starter when you can.

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Question # 36

Tell me have you consistently met your sales goals in Logistics Services Job?

Answer:-

Yes, I have always met or exceeded my sales goals over my ten-year career in the business. For example, last year I led my team to exceed our sales projections by 25% - and this was during a very difficult market when most of the other teams in our division came up short of goal.

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Question # 37

Tell me what do you think our company/sales organization could do better?

Answer:-

This sales interview question serves two purposes: it shows how much research the candidate did before meeting with you, and it demonstrates their creative thinking and entrepreneurial capabilities.



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Question # 38

Tell me what's your least favorite part of the sales process?

Answer:-

If their least favorite part is the most important part at your company, that's probably a red flag. This question can also alert you to weak areas.

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Question # 39

Tell me how do you keep a smile on your face during a hard day?

Answer:-

Appraise the person's attitude towards rejection. Do they need time to shake off an unpleasant conversation? Or do they bounce back immediately?

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Question # 40

How do you handle rejection in Logistics Services Job?

Answer:-

Losing a sale, or failing at landing one, is disappointing. But if you want to succeed in this business, you can't take it personally. I work hard to learn from rejection and continuously improve my sales techniques.

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Question # 41

Explain what is your ultimate career aspiration?

Answer:-

Lack of growth opportunities was one of the top three reasons that would cause a salesperson to look for a new job. If the candidate expresses a desire to pursue a career move your company can't provide, you might be interviewing again sooner than you'd like.

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Question # 42

What motivates you as Logistics Services Salesperson?

Answer:-

I am constantly motivated by the challenge of the sale. The success of landing a new client is a thrill, and building a well-thought out pitch that will explain the product is very satisfying.

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