



# Interview Cards A

WILEY



Our company depends on a steady flow of new business from our sales reps to continue growing in the marketplace.

**Tell us how you have sought new sales prospects in the past.**

# Interview Cards A

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A good percentage of our customer base comes from the engineering industry. They expect a certain degree of technical expertise from their sales rep.

**What is your approach with customers such as these?**

# Interview Cards A

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You'll be working with long-term accounts that can require a lot of hand holding and patience. They'll rely on you to help them through some pretty involved and lengthy problems.

**Tell us about when you've developed a long-term support relationship with a customer.**



# Interview Cards A

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The customers in our industry have a lot of options that often look similar to each other. Sometimes the only difference between you and a competitor is the trust and rapport that you've established with a customer.

**Tell us how you have been successful in establishing relationships with customers.**



# Interview Cards B

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You will be expected to keep up on the latest test data and research findings to support our product's quality.

**How have you promoted product quality with customers in the past?**



# Interview Cards B

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We set very aggressive sales goals and measure them on a bimonthly basis.

**Tell us how you've been able to consistently deliver on aggressive sales goals in past positions.**



# Interview Cards B

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Our product is “bleeding edge.”  
There are still a lot of unknowns in  
the industry, but we have federal  
approval to continue to market it.

**What would be your approach to  
successfully promoting this product  
when faced with customer doubt?**



# Interview Cards B

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We often participate in trade shows where you will be asked to engage in meet-and-greets as well as work in our booth answering questions and promoting the product.

**How do you interact with potential customers in these types of environments?**