

QUESTIONS YOU SHOULD ASK

INTERVIEW QUESTIONS YOU SHOULD BE PREPARED TO ASK

After the interviewer is done asking their questions, normally they turn to you and say, “Do you have any questions for me?” This is a real opportunity to show that you did your homework and are genuinely interested in the position. Though this is **not** the time to discuss the salary, benefits, and timeoff, it **is** the time to ask **two or three questions** to gather more information that will help you determine if the job is the right fit for you.

Position-Related Questions

1. How do you view the position?
2. What is the decision making authority of this role?
3. What degree of latitude will the person you hire have in planning and executing their responsibilities?
4. What priorities have been established for the first 90 days?
5. What objectives are most important in the short- and long-term?
6. What characteristics must an individual possess in order to be successful in this position?
7. What are the three greatest challenges for this position?
8. What are the major problems and obstacles for this position?
9. If given this position, what would be the biggest problem on my desk on the first day?
10. What criteria are used to judge successful performance in this position?
11. How long has this position been open? Why?
12. How is one judged and what determines success or failure?
13. Are the necessary resources in place or will the person hired have the authority to get what they need?
14. What type of training do you offer?

Company Culture-Related Questions

1. What are the three greatest challenges facing the company?
2. How are these challenges being addressed?
3. What are your company's strengths? weaknesses?
4. How would you describe the company's culture?
5. How would you describe the company's personality and management style?

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Revenue-Related Questions

1. How would you describe the company's business climate?
2. What is your revenue plan for this year? Are you on track to meet that goal?
3. What are the key measures you track?
4. What have been the most effective strategies in generating sales growth-to-date?
5. How does the revenue planning process work?
6. What are the growth plans for the next year? three years? five years?
7. How do you plan to achieve this growth?

Growth-Related Questions

1. What industry/competitive trends are likely to affect your plans for growth?
2. What strategies are in place to increase market share/raise revenues/decrease expenses?
3. What are the growth opportunities by channel, account, and product category?
4. Why should your customers do business with you?
5. What is your competitive advantage?
6. How would you rate your company's sales effectiveness at opening new accounts?
7. In the past two years, how many national accounts has your company lost to competition?

Sales and Marketing-Related Questions

1. What are the key strengths, limitations, opportunities, and threats? What is working well? What's not working?
2. Does the company have strategies in place to counter competitive advances? increase market share? raise revenues? decrease expenses, if necessary?
3. What sales/marketing efforts are currently being used to reach your customers?
4. Do you have a strategic plan in place? When is the planning done, and how is this position involved?
5. What are the growth opportunities by channel, account, and product category?
6. What industry trends are likely to affect your organization's strengths and weaknesses?

Final Questions

1. Do you have any concerns about my qualifications?
2. Have I answered all of your questions satisfactorily?