Most Sales Interviews Are Guesswork — And It’s Costing Companies Millions.

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Here’s the simple fix I use.

I’m often asked, *“When I interview salespeople for a role, what should I do?”*

My answer: ask every candidate the same questions.

It sounds simple, but consistency is the secret to fair and accurate interviews.

When every candidate answers the same set of behavioural questions, like:

> “Tell me about a time you had to overcome rejection.”

You can compare answers side by side.

You’ll quickly see who gives vague, general stories (a warning sign) and who provides real, detailed examples (a sign of experience and self-awareness).

Consistency turns interviews from guesswork into data.

One of the new tools I’m offering alongside my sales coaching is Sales Recruitment, because no one seems to be effectively leading salesperson selection.

Right now, it’s mostly second-guessing, and it’s costing companies millions in lost time and bad hires.

Wany my Free Interview Library.

Just email me and I will send the details.

Have a great week selling your stuff.

Mike