



20 CULTURE-RELATED

QUESTIONS TO ASK YOUR POTENTIAL HIRES



These 20 questions are designed to help you understand your interviewees' characteristics and personalities. Based on their responses, you can determine whether they will benefit your team – as a culture fit, a culture add ... or a bit of both!

NOTE: 

Before beginning this process, it's a good idea to be really clear about your company culture. Spend some time reviewing this to ensure all those involved in recruitment are on the same page. It makes it much easier to determine the right fit or add upon hearing their answers to these questions.

WORK CULTURE

1 Do you know much about our culture? If so, **WHAT?**

2 Which of our **COMPANY ATTRIBUTES** attracted you to apply?

3 What was the work culture like at your previous workplace?
What did you **LIKE** about it? And what **DIDN'T** you?

4 What do you **VALUE MOST** in a team or co-worker?

5 Describe your **PERFECT** work environment.

WORK STYLE

- 6 What made you want to get into **SALES?**
- 7 What role do you feel **COLLABORATION** plays within a sales team?
- 8 What is your **PREFERRED** work style? Do you prefer working alone or as part of a team? If you were given a choice, what percentage of your time would you allocate to each?
- 9 What's **WORSE**: not making quota each month or not having happy customers?
- 10 Who are you most **COMFORTABLE** selling to and why?
- 11 Give me an example of a sales call/meeting that didn't go well. What would you **DO DIFFERENTLY** now?
- 12 Tell me about a time you were involved in a conflict at work. How was the situation **RESOLVED?**
- 13 How do you **MAKE DECISIONS** – based on gut, after doing thorough research or something else?
- 14 What is your preferred **MANAGEMENT STYLE?** Describe your ideal Sales Manager.

PERSONALITY / BELIEFS / CORE VALUES

15 What **CORE VALUES** should every salesperson possess?

16 What **MOTIVATES** you?

17 What does **WORK-LIFE BALANCE** mean to you?

18 What are **THREE ADJECTIVES** a former client would use to describe you?

19 How would co-workers describe the role that you play on a **TEAM?**

20 What is the most **INTERESTING** thing about you that's not on your resume?

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