

Sales Coordinator interview questions

careertips.com.au: common questions and what they're really testing

What to expect

Sales coordinator interviews typically focus on your ability to manage orders, communicate with customers and internal teams, and use relevant software. Employers want to see that you are organised, detail-oriented and calm under pressure.

- **Process and organisation:** Questions about how you handle order processing, tracking and prioritisation.
- **Behavioural:** Questions asking for examples of past situations, such as dealing with difficult customers or resolving order issues.
- **Technical:** Questions about your experience with CRM, order management systems and Excel.
- **Scenario:** Hypothetical situations to test your problem-solving and judgement, like stock shortages or urgent requests.

The interview process often begins with a phone screen with a recruiter, followed by a face-to-face or video interview with the sales manager and perhaps a team member. You may also be asked to complete a practical task, such as a spreadsheet exercise or a mock order entry.

1. Walk me through how you process a customer order from receipt to delivery.

Why they ask

This tests your understanding of the order lifecycle and your attention to detail.

How to structure your answer

Use a step-by-step walkthrough, covering receipt, entry, checking stock, coordinating with warehouse, updating CRM, and confirming delivery.

Example answer

"When I receive a customer order, I first check all details are correct, including pricing, product codes and delivery address. I enter the order into our system, which generates a confirmation for the customer. Then I check stock availability and if there are any issues, I liaise with the warehouse to see when stock will be available. I update the customer on the expected dispatch date. Once dispatched, I track the delivery and follow up to ensure the customer received it and is satisfied. Throughout, I keep the CRM updated so the sales team can see the status."

2. Tell me about a time you had to deal with a difficult customer regarding a delayed order.

Why they ask

This assesses your customer service and problem-solving skills under pressure.

How to structure your answer

Use STAR: Situation, Task, Action, Result. Focus on how you communicated and resolved the issue.

Example answer

"Situation: A key client called about an order that was delayed due to a courier issue. Task: I needed to resolve the delay and keep the client happy. Action: I apologised sincerely, explained the situation, and offered to track the shipment myself. I contacted the courier and arranged for expedited delivery. I kept the client updated every few hours. Result: The order arrived the next day, and the client appreciated the proactive communication. They continued to place orders with us."

3. How do you prioritise your tasks when you have multiple orders to track and urgent customer enquiries?

Why they ask

This tests your time management and ability to handle competing demands.

How to structure your answer

Explain your method: assess urgency, impact, and deadlines. Use a prioritisation framework like urgent vs important.

Example answer

"I start by checking which tasks are most time-sensitive. Urgent customer enquiries about delayed orders usually take priority because they affect customer satisfaction. I also consider the impact on the business. I use a to-do list and flag high-priority items. For orders, I set reminders for dispatch deadlines. If I'm overwhelmed, I communicate with my manager to see if any tasks can be delegated or re-prioritised. I always keep customers informed if there's a delay."

4. What experience do you have with CRM software like Salesforce or Pipedrive?

Why they ask

This checks your technical proficiency and ability to maintain accurate records.

How to structure your answer

Describe your experience, including specific tasks like data entry, reporting, and how you ensure data accuracy.

Example answer

"In my current role, I use Salesforce daily to update customer records, log interactions, and generate reports on order status. I also have experience with Pipedrive from a previous role. I ensure data accuracy by double-checking entries and using validation rules. I regularly clean up duplicate records and keep notes detailed so the sales team can rely on the information. I'm comfortable learning new systems quickly."

5. Describe a situation where you identified a discrepancy in an order or quote and how you resolved it.

Why they ask

This assesses your attention to detail and problem-solving abilities.

How to structure your answer

Use STAR, highlighting how you spotted the issue, what you did, and the outcome.

Example answer

"Situation: I was preparing a quote for a client and noticed the pricing didn't match our current price list. Task: I needed to correct it before sending to the customer. Action: I checked with the sales manager to confirm the correct price and updated the quote. I also reviewed other pending quotes to ensure no similar errors. Result: The client received an accurate quote, and we avoided a potential billing issue. I implemented a checklist to double-check pricing on all quotes."

6. How would you handle a situation where the warehouse informs you that stock is unavailable for a confirmed order?

Why they ask

This tests your judgement and ability to manage customer expectations.

How to structure your answer

Outline your steps: verify stock, check alternatives, communicate with customer, and find a solution.

Example answer

"First, I would apologise to the customer for the inconvenience and explain the situation clearly. Then I would check if there is alternative stock or a similar product that could fulfil the order. If not, I would ask the warehouse when new stock is expected. I would offer the customer options: wait for the new stock, choose an alternative, or cancel the order. I would keep them informed throughout and update the CRM with the resolution. I would also flag the issue to the sales manager to prevent future occurrences."