# Technology Sales Representative interview questions

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

## What to expect

Interviews for technology sales representative roles typically focus on your ability to prospect, qualify, and close deals, as well as your consultative approach and resilience. Expect a mix of process, behavioural, and scenario questions.

- **Process:** Questions about how you manage your pipeline, use CRM, and prepare proposals.
- **Behavioural:** Questions asking for examples of past sales achievements, handling rejection, or managing difficult clients.
- **Scenario:** Questions that put you in a hypothetical sales situation, such as a price objection or a competing product.
- **Technical:** Questions about your familiarity with specific technologies, CRM tools, or sales methodologies.
- **Client-facing:** Questions about how you build relationships, present to stakeholders, and tailor solutions.

The process often starts with a phone screen with a recruiter, followed by an interview with the sales manager. You may be asked to role-play a discovery call or present a solution. Some employers include a meeting with the team or a technical specialist. Final stages might involve a meeting with senior leadership.

## 1. Walk me through how you manage your sales pipeline from prospecting to close.

#### Why they ask

This shows your process discipline and ability to manage multiple opportunities.

#### How to structure your answer

Use a step-by-step walk-through: start with research and prospecting, then qualification using a framework like BANT, then discovery, solution mapping, proposal, negotiation, and close. Highlight how you use CRM to track and forecast.

**Example answer**

*“In my last role, I started each quarter by reviewing my territory and identifying target accounts. I used LinkedIn Sales Navigator to research decision-makers and sent personalised outreach. Once I had a response, I qualified using BANT: budget, authority, need, and timeline. If qualified, I booked a discovery call with a technical specialist to map the solution. I then prepared a proposal with clear pricing and ROI. After negotiation, I closed the deal and updated Salesforce with all activity. I reviewed my pipeline weekly to forecast accurately and adjust my approach.”*

## 2. Tell me about a time you turned around a difficult client relationship.

#### Why they ask

This tests your resilience, problem-solving, and relationship management.

#### How to structure your answer

Use STAR: Situation, Task, Action, Result. Focus on the actions you took to understand the client's issue and rebuild trust.

**Example answer**

*“Situation: One of my key accounts was frustrated because a software deployment was delayed. Task: I needed to restore their confidence and retain the account. Action: I immediately scheduled a call to listen to their concerns, apologised for the delay, and worked with our technical team to create a revised timeline. I provided weekly updates and offered a temporary workaround. Result: The client renewed their contract and later expanded their licence count. They appreciated the transparency and proactive communication.”*

## 3. A client says your solution is too expensive compared to a competitor. How do you respond?

**Why they ask**

This assesses your ability to handle objections and sell on value.

**How to structure your answer**

Use a judgement-under-pressure approach: acknowledge the concern, ask questions to understand the comparison, reframe value, and offer alternatives if needed.

**Example answer**

*“I would first thank them for their feedback and ask what specifically they are comparing. I might say, 'I understand price is a key factor. Can you share which competitor and what features matter most to you?' Then I would highlight the total cost of ownership, including support, scalability, and integration. I would also involve a technical specialist to demonstrate where our solution delivers better outcomes. If price remains an issue, I would explore flexible payment terms or a phased approach. My goal is to ensure they see the long-term value, not just the upfront cost.”*

## 4. How do you use CRM systems like Salesforce or HubSpot to support your sales process?

**Why they ask**

This checks your familiarity with essential sales tools and data discipline.

**How to structure your answer**

Explain your day-to-day usage: logging activity, tracking pipeline stages, forecasting, and reporting.

**Example answer**

*“I use Salesforce daily to log all calls, emails, and meetings. I update deal stages as they progress and set tasks for follow-ups. I also use dashboards to track my pipeline health and forecast revenue. HubSpot I have used for email tracking and lead scoring. LinkedIn Sales Navigator helps me find and engage prospects. I believe clean CRM data is essential for accurate forecasting and seamless handovers to customer success.”*

## 5. How do you build trust with a new business client?

**Why they ask**

This explores your relationship-building skills and consultative approach.

**How to structure your answer**

Describe a step-by-step approach: research, discovery, active listening, delivering on commitments, and follow-up.

**Example answer**

*“I start by researching the client's business and industry challenges. In the first meeting, I focus on asking open questions and listening more than talking. I avoid pushing a product until I understand their needs. I then follow up with a summary of what I heard and a clear next step. I always deliver what I promise, whether it's a proposal by a certain date or an introduction to a technical specialist. Over time, this consistency builds trust and positions me as a trusted advisor.”*

## 6. How do you measure success in a sales role beyond hitting revenue targets?

**Why they ask**

This shows your understanding of the broader sales process and long-term client value.

**How to structure your answer**

Discuss pipeline metrics, activity levels, client satisfaction, and renewal rates.

**Example answer**

*“While revenue is the ultimate measure, I also track pipeline coverage, conversion rates at each stage, and average deal size. I monitor my activity metrics, like calls and meetings, to ensure I'm doing enough prospecting. Client satisfaction is key, so I check in regularly and ask for feedback. Renewal rates and account growth also matter because they show I'm building lasting relationships. I review these metrics weekly to adjust my strategy.”*