

## Interviewing Tips and Techniques

### Selling U: Rev Up Your Team

Tip	Details
1. Prepare for the interview	Most dealerships have a written description of the Sales Consultant's job. Study it carefully. Match the candidate's resume to the job description to assess the fit, and to identify gaps. Write down questions to ask the candidate during the interview.
2. Ask behavioral questions	Behavioral questions such as "How will you react when a customer says he can get the same car for \$200 less at another dealer?" or "What will you do if the customer gets upset with you?" Probe the candidate for the key skills needed for job success. The candidate's responses to such questions will reveal their ability to think on their feet and handle
3. Ask attitudinal questions	Questions such as "How would you feel about serving a customer who was badmouthing you?" or "How will you feel if your Sales Manager asks you to come to work on your day off?" reveal a lot about the candidate's underlying attitudes and beliefs. The Sales Manager can make a reasonable prediction about how someone will do on the job based on their
4. Listen carefully to the candidate's responses	Asking probing questions is only one half of the interview. The other half is listening carefully to the candidate's responses to gauge their personality and talents. Experienced Sales Managers develop the skills to pick up on subtle cues from the candidate's responses that lead to a further round of questions.