



20 SDR Interview Questions and the Answers They Want

These are the top 20 interview questions that you are most likely going to encounter during your sales interview. You may not get all of them, but it's best to be overprepared than under.

1. Tell me about yourself in a few minutes.

This is the most general question you can get asked as a future Sales Professional. However, it serves an apparent goal—the time limit is meant to highlight what you think is the most important qualities. Plus, it's an excellent way to start a conversation and get them to know you as a person. Something that people like hearing is the history of starting a project and completing the project. They also like hearing about your interest in teamwork or sporting activity.

2. What do you know about our company?

It's a basic rule of job-seeking etiquette. Before you walk through the door, you're expected to know at least a little about the company. I.e. the company name and a general understanding of the services they provide. The more you know the more brownie points you win!

"You'd be surprised how often people don't even bother to visit the web page of the company they are applying to. We need to see that the candidates are invested as much as we are," says Rade Kemalova, Head of Sales Development. "You don't need to know every single detail, but you need to be invested enough to explain the concepts we're working with, in your own words."

3. What do you know about the SDR role?

It may seem like an unnecessary interview question, yet its very simple... read the job description and feed it back to them in your own words and how you understand the role. Nonetheless, it means a great deal if you studied the job description and researched the Internet.



"If the candidates spend at least five to ten minutes to get the basics of the job, the chances are high that they'll be interested enough to complete the training and learn the various value propositions in-depth. That shows commitment," says Rade Kemalova.

4. Why are you interested in sales?

Whether you have no experience or years in sales, it's essential to understand why you're pursuing a career in this industry. It can be challenging, and it requires a certain mindset, so what makes you do it? Financial motivation is important? Perhaps you also crave a challenge? Love the competition? They want to know that you not only will be good at the role but also will enjoy it

5. Why did you leave your last workplace?

The reason for leaving the previous company can indicate what you're seeking from the new employer. Did you hit a glass ceiling? Did you lack corporate benefits? Or were you in a conflict with your team? The answers to this will naturally flow into the next question. Whatever you choose make sure it paints you in a positive light. I.e. I left because I was going above and beyond and opportunities to grow were not there so I'm really looking for a place I feel I can grow.

6. What's your ideal workplace?

Just as with personal relationships, they want their work experience to be healthy and long-lasting. To ensure worker retention, a company needs to have a strong and positive corporate culture. For instance, some companies value transparency, data-driven decision-making, respect, growth, and fun. If you highlight even one of these values for the perfect workplace, then it's a match! So know the company values and see if any of them match your values and highlight that in this question!

7. What do you do when something does not go as planned?

Every customer or lead you will receive as an SDR is unique, so it only makes sense that sales don't always go as planned: A cold call can drift off from the direction of a calling script, an appointment can be rescheduled at the last minute, or there can be a mistake in the email sending sequence. A good SDR knows how to cope with unpredictable circumstances and adapt to get the best possible



outcome. This is a perfect opportunity to talk about a story where things didn't go as planned and you were able to handle the situation and still walk away with the desired outcome. STAR method will be your friend. What was the Situation? What was the Task? What Actions did you take? What were the Results?

8. What non-sales skills would you like to evolve during your work at our company?

You will spend a lot of time at your new company (the longer, the better, of course), and you will become more and more proficient in sales. Yet, what else do you want to master? Do you want to get better at accepting critique or hone your time management skills? This SDR interview question is great to see if a candidate is curious to learn something new. So think about what skills you want to develop beyond just sales.

"Curiosity is fundamental for an SDR candidate. As an SDR, you need to learn how to read people, and you need the drive to understand where they are coming from. Curiosity is the trait that will lead you to learn more. About anything," says Rade Kemalova.

9. Draw an example of how you recently overcame a challenge.

This is another form of "How do you handle when things don't go as planned. Again follow the STAR method to answer this question as well

10. What are the last few books you've read?

Of course, it's nice if you read something on the topic of sales to show your professional development, but an interviewer also wants to know what kind of a person you are. And to find that out, they talk about movies, hobbies, and books. For instance, I have an internal book club where we share thoughts on various genres of literature.

If you are looking for a book to read before becoming an SDR, here is a recommendation:

- 1) The Challenger Sale



- 2) *The Magic of Thinking Big*
- 3) *How to Win Friend and Influence People*
- 4) *Selling Luxury*
- 5) *Gap Selling*
- 6) *Predictable Prospecting*
- 7) *To Sell is Human*
- 8) *Slight Edge or Compound Effect*

11. What do you think will be the most common objections you'll hear during a call? How would you handle them?

[Objections](#) are a part of the sales job. A good salesperson knows how to differentiate the objection from the rejection, and most importantly, knows how to overturn it. If you took the time to watch the objection handling course you will be just fine!

12. If you had to teach a beginner an advanced concept, how would you approach the task?

SDRs work in every industry globally, and sometimes the services you present to potential clients may sound complicated. To avoid misunderstandings, a salesperson has to know how to explain a concept straightforwardly, use simpler words and analogies, and start from the beginning. In other words just say "If I were to explain a complex concept to someone I would first start by explaining the overall idea. Then I would look to simplify the idea into an analogy that is widely understood to the person"

13. Do you consider yourself a team player?

This question is traditional for any job role, not only BDRs. And though being a sales rep involves a lot of individual effort, you still have to be intact with your team members and other groups. Being open to making social connections at work is already the first sign of a great team player.

14. What is your method for organizing your day?



[A day in the life of an SDR](#) includes lots of activities: double-checking leads, preparing [personalization](#), getting contacts ready for send-out, answering emails that come back from prospects, calling them up, filling up the reports, and repeating the process. The principle here is to do everything at the right time. The focus here is to prioritize customer facing activities like emails and calls, then look at customer effecting activities like research and CRM updating and finish your day with preparation for the next day and completing any outstanding admin work like reply back to internal emails.

15. Do you enjoy talking to people?

It's simply a part of the job. You'll communicate with your teammates, clients, and potential customers, so being a bit of a chatterbox is a great bonus.

"Communications skills go without saying! As an SDR, you talk to people, all day every day. Whether it's on the phone, email, or chat—you need to be able to find a path to each prospect, get them talking and lead the conversation," says Rade Kemalova.

16. Let's role-play a conversation.

Try to follow the step outlines in the Call Flow section of this call. A great check list is as follows

Intro: Hi Name, thank you for taking my call

Reason: My name is Ashton Harvey and the reason for my call is ...

Discovery: Ask OPEN, Probing and Confirming questions

Open: Tell me about ...?

Prob: Is there anything else?

Confirm: If I heard you correctly you ...(recap what you heard)

Handle Objections using V.I.R.E

Close next step: Based on our conversation I see multiple solutions that we can offer to help. Let's set up a call with my account executive for next week to delve a little deeper into the issues you're experiencing. Beyond what we covered today is there anything else that is top of mind for you? (hear them out). Ok so next week we are going to cover (recap what you heard on the call). I'll send you a



quick calendar invite with the details and if you need anything between now and next week feel free to reach me via email. Thank you so much for the call today. Have a great rest of your day.

17. I've gotten some feedback. Could you try again, but change X, Y, and Z?

After the role-play, you have a great opportunity to test your ability to learn and accept critique. If the response to this interview question is calm and collected, with assured confidence to try again to do better—you are the perfect SDR student in action.

18. What do you do when you have a bad sales day?

Every job has its ups and downs, and bad sales days happen. The important thing about those days is how we reboot and learn to overcome barriers. An SDR has to remember that tomorrow may be the day that tops existing records. How do they maintain a healthy balance? Do they take breaks doing something they love, [laugh a bit](#), [listen to some music](#), or reach out to colleagues? What is your HEALTHY way of decompressing after a tough day?

19. What do you think makes us most excited about you as a candidate?

This is an interesting take on the “What are your strengths and weaknesses?” question, except it focuses on their strengths and lets potential team members know that you are excited to talk to them.

Rade Kemalova shares her thoughts on the perfect SDR candidate:

“Everyone wants to find a perfect candidate with years of relevant experience, and of course, we look at the background of each candidate. But at the same time, I think sales development is a great place to jump-start your career in sales, and the SDR role is where you start. So we welcome any background, recent graduates who are looking to start their careers, and people with years of experience in other industries who can share the wisdom—the SDR profile gets rather diverse!”

20. Do you have any questions for us?



ALWAYS HAVE A QUESTION FOR THE INTERVIEWER! This is your opportunity to showcase your sales skills. Below are three questions you MUST ask at every interview

- 1) Is there anything that I said today that might have put you at pause or prevent me from moving forward in the process that I can clarify for you now? (be ready to handle the objections)
- 2) I really look forward to moving forward, what should I expect for next steps?
- 3) I always want to be prepared for the role, What are your top sales reps doing in their spare time to continue to improve and hone their skills?