Retail Advertising Sales Manager Interview Questions

1. What is the key to success when communicating with the public.
2. Share an experience you had in dealing with a difficult person and how you handled the situation.
3. Share an experience in which you successfully shared a difficult piece of information. (Make sure that the candidate has open lines of communication.)
4. Tell me how you organize, plan, and prioritize your work.
5. Share an experience when you applied new technology or information in your job. How did it help your company?
6. Give me an example of when you thought outside of the box. How did it help your employer?
7. Tell me about an experience in which you analyzed information and evaluated results to choose the best solution to a problem.
8. Share an effective approach to working with a large amount of information/data. How has your approach affected your company?
9. Share an example of a time you had to gather information from multiple sources. How did you determine which information was relevant?
10. Provide an experience that demonstrates your ability to manage time effectively. What were the challenges and results?
11. Share an experience in which your ability to consider the costs or benefits of a potential action helped you choose the most appropriate action.
12. Share an experience in which you successfully coordinated with others. How about a coordination effort that was not as successful?
13. Provide an example when you were able to prevent a problem because you foresaw the reaction of another person.

14. Name a time when you identified strengths and weaknesses of alternative solutions to problems. What was the impact?
15. Please share an experience in which you presented to a group. What was the situation and how did it go?
16. Provide an example of a time when you were able to demonstrate excellent listening skills. What was the situation and outcome?
17. What are some long-range objectives that you developed in your last job? What did you do to achieve them?
18. How would you rate your writing skills? (Ask for an example that demonstrates great writing skills.)
19. Share an example of when you went above and beyond the "call of duty". (Look for answers that show the candidate is dependable.)
20. Share an experience in which your attention to detail and thoroughness had an impact on your last company.
21. Share a time when you willingly took on additional responsibilities or challenges. How did you successfully meet all of the demands of these responsibilities? (Make sure the candidate is a self-starter and can demonstrate some initiative.)
22. Provide a time when you were able to identify a complex problem, evaluate the options, and implement a solution. How did the solution benefit your employer?
23. Provide an example when your ethics were tested.
24. What have you found to be the best way to monitor the performance of your work and/or the work of others? Share a time when you had to take corrective action.
25. Provide a time when you worked in a rapidly evolving workplace. How did you deal with the change? (Make sure the candidate is flexible.)

26. Name a time when your creativity or alternative thinking solved a problem in your workplace.
27. Tell me about an experience you had inspecting promotional material for adherence to specifications.
28. Provide a time when you dealt calmly and effectively with a high-stress situation.
29. Name a time when your patience was tested. How did you keep your emotions in check?
30. How do you balance cooperation with others and independent thinking? Share an example. (Try to determine if the candidate has a cooperative attitude or is otherwise good-natured.)
31. Share an experience when you successfully planned and prepared advertising and promotional material to increases sales of a product or service. How did you effectively work with customers, company officials, sales departments and/or advertising agencies?
32. Share an experience in which your understanding of a current or upcoming problem helped your company to respond to the problem.
33. Share an example of when you established and accomplished a goal that was personally challenging. What helped you succeed?
34. Describe an experience in which your ability to work well with others and reconcile differences helped your company or employer. (Make sure the candidate knows how to negotiate.)
35. Share an experience in which your willingness to lead or offer an opinion helped your company.
36. Provide an example of when you were persistent in the face of obstacles.
37. Tell me about the last time you oversaw the work of someone else. How did you effectively motivate, develop, and direct the worker(s)?
38. Tell me about the last experience you had gathering and organizing information to plan an advertising campaign.

39. Tell me about a time when you developed your own way of doing things or were self-motivated to finish an important task.
40. Tell me about a time you successfully advised a client with marketing or technical advise.
41. Share an experience in which personal connections to coworkers or others helped you to be successful in your work. (Make sure candidate works well with others.)
42. Tell me about a good experience in which you successfully coordinated activities of departments, such as sales, media, research, etc. Tell me about a bad experience you had with the coordination of activities.
43. Describe an experience you had in which you successfully conferred with department heads or staff to discuss contracts, selection of advertising media, or products.
44. Tell me about a time you successfully directed, motivated, and/or monitored a campaign team. How did this advance campaign goals?
45. Provide an experience in which you were sensitive to somone's needs or feelings. How did your helpfulness affect your work environment?
46. Describe a time when you successfully persuaded another person to change his/her way of thinking or behavior.
47. Share an experience when you successfully trained and/or directed workers who where developing or producing advertisements. What helped you be successful in your training?
48. Tell me about the last time you tracked program budgets, expenses, and campaign response rates to evaluate a campaign, based on program objectives and industry norms.
49. Tell me about an advertising or sales contract you prepared and/or negotiated in which you were happy with the result. Have you ever negotiated a contract and been unhappy with the result?
50. Tell me about the last budget you prepared and submitted estimates of program costs for, as part of a

campaign plan development.
51. Tell me about a time you were pleased with advertising policies and strategies that you planned and executed for an organization.
52. What is the key to a successful budget?
53. Tell me about the last time you assisted with an annual budget development.
54. Share an experience when monitoring and analyzing sales promotion results helped you determine the cost effectiveness of promotion campaigns.
55. Share an experience in which you contacted an organization to explain services and facilities offered by your company and received good results.
56. Tell me about a good experience you had in which you coordinated with media to disseminate advertising. How about a bad experience?
57. Provide an experience in which you formulated and carried out a plan to extend business with an established account or to transact business for an advertising account. What challenges did you have to overcome?
58. Describe a time in which you successfully presented or demonstrated a new product or service to field staff and/or customers. What made your demonstration/presentation successful?
59. Provide an example of a time when you successfully organized a diverse group of people to accomplish a task.
60. Provide an experience in which your ability to actively find ways to help people improved your company or your own work ethic.
61. Tell me about a time you successfully coordinated product research and development. How about a time that was not as successful?

62. Please share an experience in which you successfully taught a difficult principle or concept. How were you able to be successful?
63. Share an example of contacts you have made for a promotional campaign or industry program. How did these contacts meet your identified buyer targets?
64. Share an experience in which you used new training skills, ideas, or a method to adapt to a new situation or improve an ongoing one. (Look for the candidate's ability to learn.)
65. Describe a time in which reading trade journals and professional literature would keep you informed on trends, innovations, and changes that would affect media planning. Have you had a personal experience with this?
66. Share an experience of particularly good trade association meeting that you attended to promote your products. What made it good?
67. Share an experience in which you effectively assembled and communicated with a coalition of organizations or public figures. How did you successfully secure their cooperation, support, and action to further the campaign goals?
68. What makes you an effective sales team manager?
69. Describe an experience in which consulting publications helped you learn about a convention or social function or helped you organize prospect files for promotion.
70. Tell me about a time when your ability to analyze needs and product requirements helped you create an effective design or make an informed decision to benefit your company.
71. Please share with me an example of how you helped coach or mentor someone. What improvements did you see in the person's knowledge or skills?
72. What is the most challenging part of budgeting for you?
73. In your experience, what is the key to developing a good team? (Look for how they build mutual trust, respect, and cooperation.)

74. Describe an experience in which you identified the educational needs of your students and successfully developed a way to teach/train them.
75. Provide an example of when you set expectations and monitored the performance of subordinates. What guidance and direction did you find most effective?
76. Would you consider analyzing data or information a strength? How so?