Sales Promotion Manager Interview Questions

1. In your experience, what is the key to developing a good team? (Look for how they build mutual trust, respect, and cooperation.)
2. How do you manage the performance of your sales people?
3. Tell me about your last experience recruiting, interviewing, or hiring an employee. What techniques did you find most effective in finding the right person for the job?
4. Name a time when your advice to management led to an improvement in your company or otherwise helped your employer.
5. 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?
6. Provide an example of when you set expectations and monitored the performance of subordinates. What guidance and direction did you find most effective?
7. Provide an example of a time when you successfully organized a diverse group of people to accomplish a task.
8. Share an experience you had in dealing with a difficult person and how you handled the situation.
9. Share an experience in which you successfully shared a difficult piece of information. (Make sure that the candidate has open lines of communication.)
10. Tell me how you organize, plan, and prioritize your work.
11. What are some long-range objectives that you developed in your last job? What did you do to achieve them?
12. Give me an example of when you thought outside of the box. How did it help your employer?
13. Tell me about an experience in which you analyzed information and evaluated results to choose the best solution to a problem.

14. Share an effective approach to working with a large amount of information/data. How has your approach affected your company?
15. Tell me about the last time you oversaw the work of someone else. How did you effectively motivate, develop, and direct the worker(s)?
16. Share an experience in which your ability to consider the costs or benefits of a potential action helped you choose the most appropriate action.
17. Describe a time when you successfully persuaded another person to change his/her way of thinking or behavior.
18. Share an experience in which you successfully coordinated with others. How about a coordination effort that was not as successful?
19. Provide an example when you were able to prevent a problem because you foresaw the reaction of another person.
20. Name a time when you identified strengths and weaknesses of alternative solutions to problems. What was the impact?