**Research Paper 3: Interview with a Sales Person**

For this assignment you will interview a salesperson. It could be anyone you’d like, but they must have a career in sales, and consider themselves a professional seller (car, jewelry, software, real estate, start-up, medical devices, telecommunication, etc.) You must write out their answers to questions 1 – 20. Do not rewrite the question, just number them. For extra credit (5 points) you can prepare a 3-minute (no longer) video of your sales professional answering the questions you ask. It is up to you. If you are preparing a video copy it onto a flash drive and bring to class to present. Papers must be at least 3 pages long.

**1) Explain what you sell in 7 sentences or less.**

**2) How does what you sell bring value to the customer?**

**3) Explain why you think trust is important in sales**

**4) How do you keep up to date on your target market?**

**5) How much time did you spend cultivating customer relationships versus hunting for new clients, and why?**

**6) What are your five favorite questions to ask prospects when qualifying them?**

**7) How do you plan a sales dialogue and presentation?**

**8) Name your five keys to effective listening? (exhibit 4.7)**

**9) What’s your approach to handling customer objections?**

**10) What role does social media play in your selling process?**

**11) How do you research prospects before a call or meeting? What information do you look for?**

**12) What is the most exciting part of your typical day? What is the least exciting?**

**13) What do you think our company/sales organization could do better?**

**14) What's something you've taught yourself lately?**

**15) What are three important qualifying questions you ask every prospect?**

**16) What does building customer relationships mean to you?**

**17) What is the strangest customer complaint you ever received and how did you handle it?**

**18) What is your secret key to success?**

**19) Is professional selling for everyone?**

**20) What would you rather be doing than sales?**