

# Questions designed to apply pressure in a sales interview to determine the ability to close and handle objections



These questions are arranged in order of their 'strength', starting with the mildest rejection and getting stronger. They are designed to determine the candidate's ability to answer objections.

The stronger questions, particularly 7–10, would only be relevant for sales candidates working in very aggressive markets, with high objection rates.

1. How do you feel your interview is going?
2. I think I now have all the information I need to make a decision. Do you have anything you would like to ask?
3. You have told me a lot about you but, I haven't really been sold on what it is that you can do for me.
4. I am sorry but I think that, so far, the last candidate I saw still has a slight edge on you.
5. From what you have said, it sounds as though your experience may not be quite sufficient for this position.
6. Having studied your resume in depth, I really think that there may be some unanswered questions.
7. This is a tough position requiring a tough person. I am not so sure that you measure up to what we need.
8. I have listened carefully to what you have had to say and, I'm afraid I still have some reservations about how well you would suit this position.
9. You haven't convinced me that you are the one I am looking for.
10. So as to not waste any further time, do you think we should bring the interview to a close now?

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