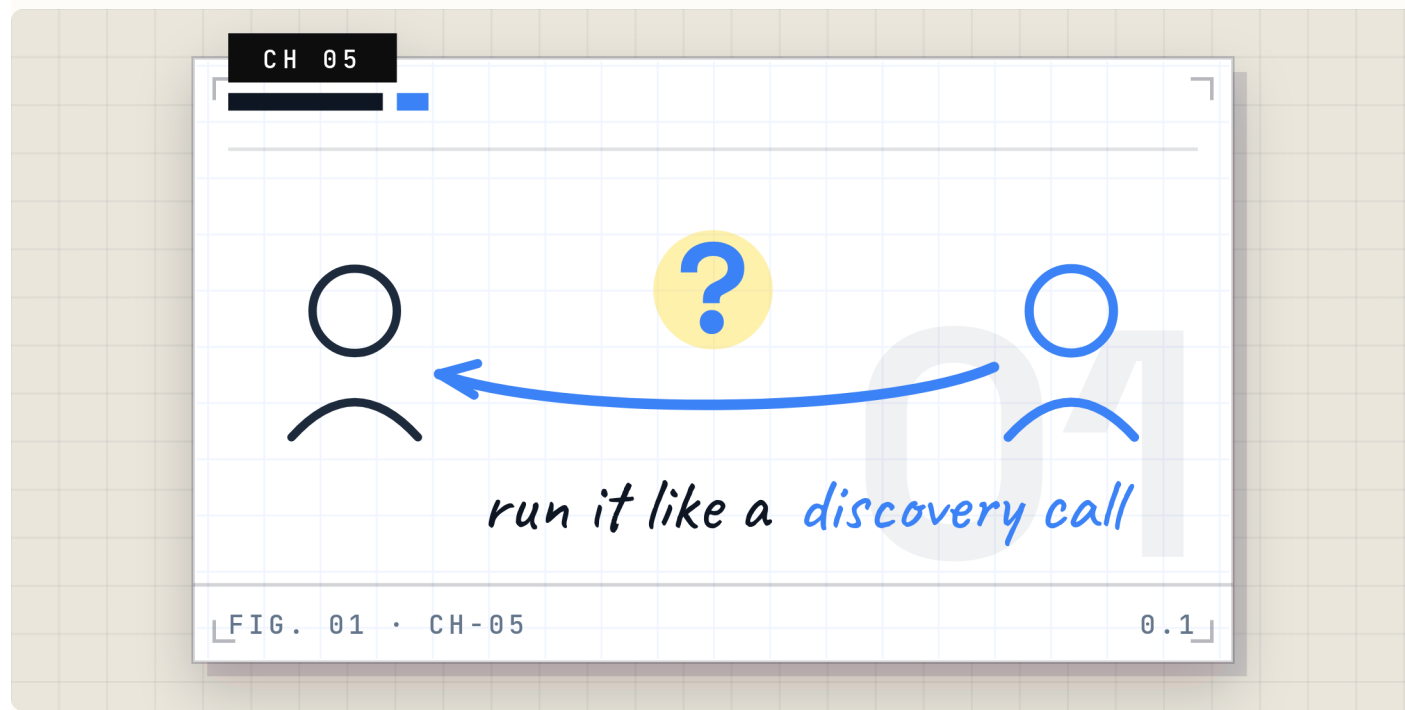


What should I ask my interviewer during a sales interview?

By **Chris Baldwin** · Founder, Baldwin Blueprint · Updated July 2026



SHORT ANSWER

Ask questions that treat the interview like a discovery call and reveal how you will hit quota on day one. You want to shift the dynamic from a passive applicant to a strategic partner who understands their pipeline, their buyers, and their historical friction points.

You are sitting across from a hiring manager, and the dread of the final ten minutes is creeping in. You need to ask questions that prove you can actually sell, not just read a list of generic prompts from a blog. Using specific questions to ask in a sales interview turns a defensive defense of your resume into an active discovery session.

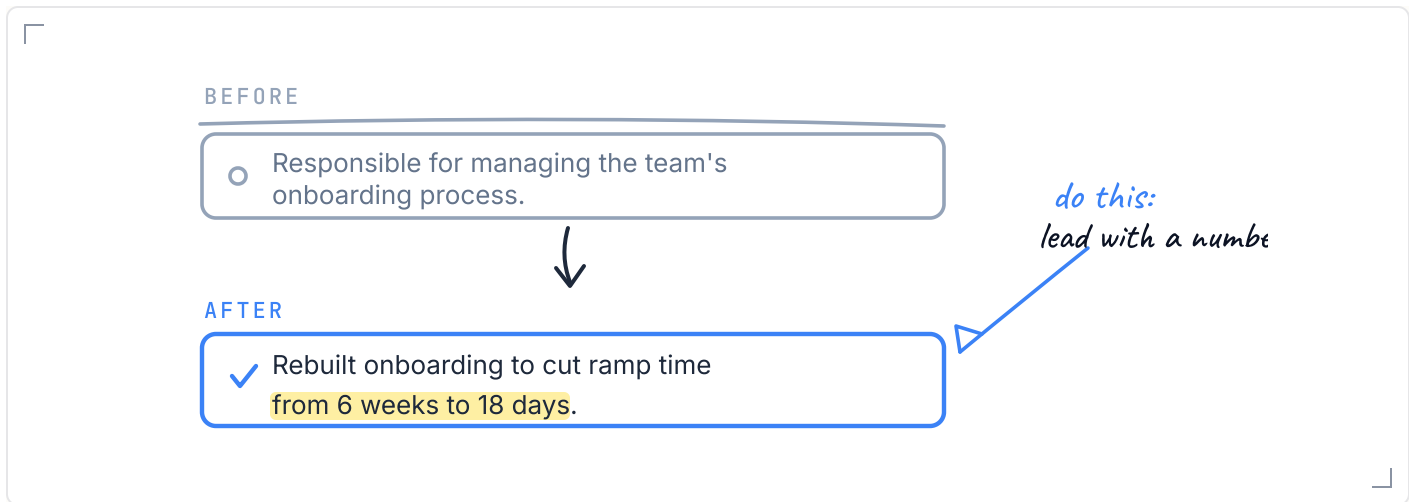


FIG. 02 A weak bullet states a duty, a strong one proves an outcome with a number. So rewrite every line to lead with the result.

§ 01

How do I ask about the actual sales pipeline without sounding intrusive?

Ask about the percentage of reps currently hitting quota and where deals typically stall in their current sales cycle, which immediately proves you care about the reality of their pipeline rather than just the shiny marketing numbers they put on their public website.

I always tell candidates to treat this part of the interview like a discovery call. Ask your future manager to describe their ideal customer profile and where those prospects drop off. Is it at the demo stage, or during security review?

When you ask this, you are not just gathering data. You are showing them how you think. You are acting like a rep who knows how to qualify a pipeline before committing your career to it.

§ 02

What is the best way to uncover the real challenges of this sales team?

Inquire about what separates their top-performing account executive from the rest of the team in terms of daily habits and deal execution, which bypasses generic HR answers and forces the hiring manager to describe the concrete behaviors they actually reward.

Most managers will tell you they want a self-starter. That means nothing. Push for details by asking if the top rep succeeds through outbound volume or deep multi-threading in enterprise accounts.

This gives you the exact blueprint of what you need to replicate. If they say their top rep spends hours on custom video pitches, you now know what skills to highlight in your follow-up email.

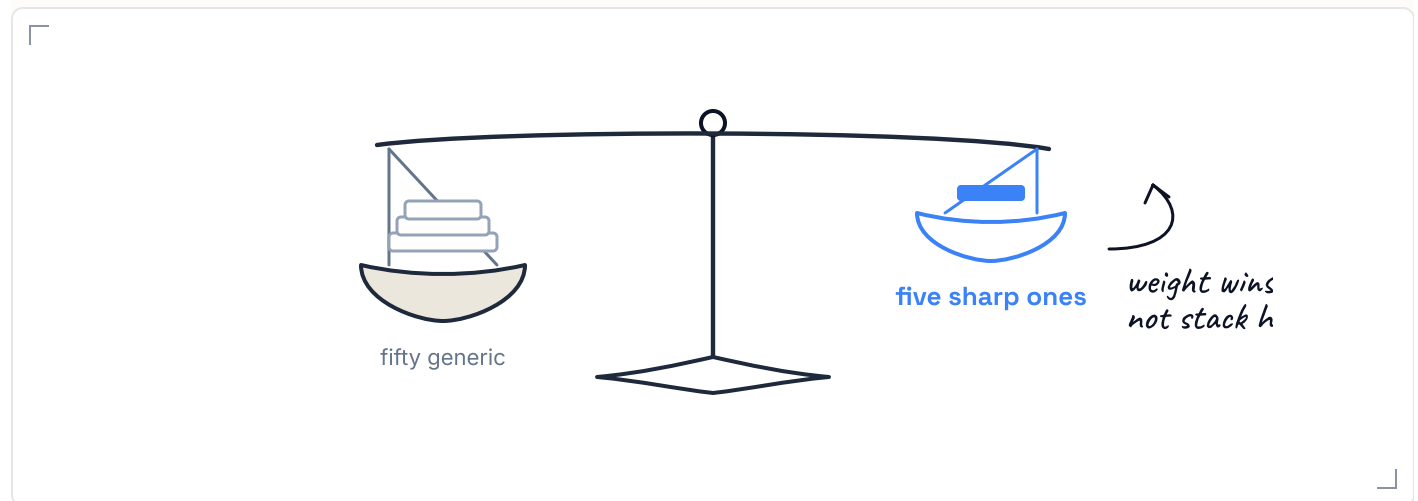


FIG. 03 I weighed fifty generic applications against five sharp ones, and the five tailored to the role still tipped the scale. Fit carries more than sheer count.

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§ 03

Is it okay to ask about the onboarding process and ramp time?

Do not ask about onboarding unless you couple it with a plan showing how you intend to shorten your own ramp time, because asking a generic question about training makes you look passive and dependent on corporate hand-holding.

I see too many sales candidates ask what the company will do for them. They ask about training modules and bootcamps. It makes you look like a liability, not an asset.

Instead, present a draft of a 30/60/90 day plan. Ask them to tear it apart. Say, here is how I plan to find my first three deals, where does this plan miss the mark for your territory? That is how you ask about ramp time.

§ 04

How do I close the interviewer at the end of the meeting?

Ask if they have any reservations about your ability to hit quota based on what you discussed today, which allows you to handle objections on the spot rather than leaving the room with unaddressed doubts lingering in their minds.

It sounds scary to ask for objections. But you are applying for a sales job. If you cannot ask for the order in an interview, they will assume you cannot ask for the order with a prospect.

Keep your tone calm and curious. If they hesitate and mention a lack of enterprise experience, you can immediately point to a time you sold to a complex buying committee. You get a second chance to win.

WORKED EXAMPLE • 30/60/90 LINE

BEFORE

What kind of training do you offer new sales reps during their first month on the job?

AFTER

I mapped out a draft 30 day plan to target ten accounts in our segment. Based on your top rep's habits, should I focus my first week on cold outreach or warm introductions from our partners?

What most people do	What actually works
Asking about company culture and benefits	Asking about quota attainment rates and pipeline health
Waiting for the end to ask passive questions	Weaving discovery questions throughout the conversation
Accepting vague answers about sales tools	Drilling into the specific friction points of their sales cycle

The takeaways

- 01 Treat the sales interview like a discovery call.
- 02 Avoid passive questions about company culture.
- 03 Ask directly about quota attainment rates.
- 04 Close the interviewer by asking for objections.

Questions people ask

Will asking about quota attainment make me look combative?

No, it makes you look like a professional who respects their own time. Top sales reps need to know if a territory is winnable before they sign. Managers respect candidates who treat their career like a business decision.

Is this Baldwin Blueprint just a fancy cover letter?

No, it is a twelve page strategic document built from the actual job posting. It includes an Impact Memo, an Account Map, Strategic Signals, an Experience Accelerator, and a 30/60/90 day plan. The first draft is free with no credit card required.

What if the interviewer does not know the answers to my pipeline questions?

That is a major red flag for your potential success. If a hiring manager cannot explain how their team wins or where deals fail, they cannot coach you to hit your number. Use that silence to evaluate if you actually want to work there.

SOURCES

- HubSpot Sales Blog on Interview Questions
- Harvard Business Review on Job Interviews

BUILD SHEET

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