

# 3 Interview Questions to Assess **Active Listening** in a Sales Interview



# What is Active Listening?

The practice of fully **concentrating** on, **understanding**, and **responding** to the speaker, while also paying attention to non-verbal cues and underlying messages.

In sales, it's about hearing not just what is said, but what isn't said – uncovering the needs behind the stated needs.

# Why is Active Listening important to sales success?

Research shows Active Listening profound impact on sales.

**Top-performing** salespeople are more than X2 as likely to be **effective listeners**

**Buyers who feel heard** are X3 more likely to **make significant purchases**.

By truly understanding client needs, salespeople build trust, foster long-term relationships, and significantly boost their success rates.

# Active Listening interview question #1

## **The Question:**

Present scenarios that require reading between the lines.

For example:

"A potential client says, 'We need a CRM system with better reporting features.'"

## **What does a good answer look like?**

An average candidate might immediately start discussing their product's reporting capabilities.

A candidate with strong active listening skills, however, might respond with probing questions like:

"What specific insights are you struggling to get from your current reports?"

"How are these reporting limitations affecting your business decisions?"

# Active Listening interview question #2

## **The Question:**

Assess Their Ability to Summarize and Reframe After discussing a complex topic or scenario, ask the candidate to summarize the key points.

## **What does a good answer look like?**

A skilled active listener should be able to:

- Accurately recap the main ideas
- Reframe the issue in a way that demonstrates deeper understanding
- identify potential underlying concerns or opportunities not explicitly stated

# Active Listening interview question #3

## **Observe Throughout the Interview:**

Active listening isn't just about how candidates respond to specific scenarios.

Pay attention to their behavior throughout the entire interview:

- Do they wait for you to finish your questions, or do they interrupt?
- Do they ask clarifying questions to ensure they understand your points?
- How do they respond when you deliberately leave information vague or incomplete?

# Bonus Tip

## Pay attention to non-verbal clues

Active listening involves more than just verbal communication.

Observe the candidate's body language:

- Do they maintain appropriate eye contact?
- Do their facial expressions and gestures indicate engagement?
- Are they taking notes at appropriate times?

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