

Bad Question vs Better Question

Bad question versus better question comparison for account executive interviews.

<https://accountexecutivejobs.com/blog/hiring-salespeople/account-executive-interview-questions>

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Account Executive Jobs

Question quality

Better prompts

Bad Question vs Better Question

Upgrade generic prompts into questions that force usable evidence.

Too generic

Bad question

01

Are you good at prospecting?

02

Tell me about your sales style.

03

How do you handle objections?

04

Why do you want this role?

05

What is your biggest weakness?

More useful

Better question

01

Walk me through your last self-sourced deal.

02

Show how your style changes by buyer.

03

Replay an objection you mishandled.

04

Map this role to your strongest motion.

05

Name the habit you are actively fixing.

The goal is not harder questions. It is clearer signal.

AccountExecutiveJobs.com

Use this reference

Read the full guide for the context behind this visual. The original illustration and its source belong together when you share it.

Notes