

INTERVIEW QUESTIONS

Tom Stokes – Playbook for Success

Assessing Drive, Coachability, and Real-World Grit

Start with basics

1. How far do you live from the dealership?
2. How long have you lived in area?
3. Do you own your vehicle?
4. Do you have a Texas DL?
5. Can you work every Saturday?
6. Do you understand what a Draw is?
7. Are there any questions you want to ask me before we keep going?

Understanding Motivation & Personality

- Why do you want to sell cars?
- What do you think makes a great salesperson?

Technology Comfort & Social Presence

- Are you active on TikTok, Instagram, or Facebook?
- Can you confidently make a short video introducing yourself or a product on social media?

Basic Communication Check

- Can you confidently speak on the phone with strangers — and handle rejection or tough questions without getting rattled?
- Are you able to write clear, professional emails and texts that represent the dealership well?

Assessing Communication Skills & Emotional Intelligence

- How would you handle a customer who's unsure about buying today?
- Tell me about a time you had to deal with a difficult person. How did you handle it?

Exploring Work Ethic & Internal Drive

- How do you stay motivated — especially when things get tough?
- Share a goal you set for yourself and how you achieved it.

Evaluating Customer Service Mindset

- How would you make sure every customer has a great experience at our dealership?
- Describe a time when you went above and beyond for someone — customer or not.

Cultural Fit & Coachability

- How do you take feedback or criticism?
- What does teamwork look like in a sales environment to you?

Scenario-Based Thinking

- Imagine you're given a list of leads to call. Walk me through how you'd plan your day.
- A customer walks in and says, "Just looking." What do you do next?

Are They Manageable?

- Tell me about a boss you enjoyed working for — what made it work?
- Tell me about a boss you didn't click with — and why?