

How to answer “sell me this pen” question in an interview

Answering the "sell me this pen" question in an interview requires demonstrating your sales skills and ability to think on your feet. Here's a structured approach you can use:

Understand the Customer's Needs:

Start by asking questions to understand the customer's situation and needs. For example, you might ask, "What do you typically use a pen for?" or "What features are important to you in a pen?"

Highlight Unique Features:

Once you have an understanding of the customer's needs, highlight the unique features of the pen that align with those needs. For example, if they mention they need a pen for everyday use, emphasize the pen's durability and smooth writing experience.

Create Urgency:

Create a sense of urgency by emphasizing why the customer needs the pen now. You might say, "This pen is in high demand and sells out quickly due to its popularity. If you don't act now, you might miss out."

Offer a Solution:

Present the pen as the solution to the customer's needs. For example, "Based on what you've told me about needing a reliable pen for daily use, this pen is perfect for you. Its ergonomic design ensures comfortable writing, and the refillable ink cartridges mean you'll never run out of ink when you need it most."

Close the Sale:

Finally, ask for the sale by providing a clear call to action. You might say, "Would you like to try out the pen for yourself? I can assure you won't be disappointed." or "Shall I go ahead and add this pen to your order?"

Remember, the key to answering this question is to demonstrate your ability to understand the customer's needs, highlight the features and benefits of the product, and close the sale effectively. Tailor your approach to the specific context of the interview and be confident in your delivery.