



20 Interview Questions for Sales & Service Team Candidates

A practical guide for dealership managers and hiring teams to uncover motivation, attitude and fit when hiring sales and service professionals. Use a mix of questions across these five themes to create consistent, meaningful interviews that reveal who will thrive on your team.

1. Motivation & Attitude

- What attracted you to work in the marine industry?
- Tell me about a time you had to learn something new quickly, how did you approach it?
- What part of your work gives you the most satisfaction?
- How do you stay motivated during the slow season or off months?
- Describe a time you went above and beyond for a customer or coworker.

2. Customer Service & Communication

- Tell me about a time you handled a frustrated or upset customer. What did you do and what was the outcome?
- How do you build trust with customers who are comparing prices or unsure about a purchase?
- When explaining technical information to someone without experience, how do you make sure they understand?
- What's your approach when a customer challenges your recommendation?
- How do you define great customer service?

3. Problem-Solving & Technical Thinking

- Walk me through how you would diagnose a performance issue on a boat or engine.
- Tell me about a time you had to troubleshoot a problem with limited information or tools.
- How do you stay current with new technology, products, or repair techniques?
- Describe a mistake you made at work – what did you learn from it?

4. Teamwork & Culture Fit

- What kind of team environment helps you do your best work?
- How do you handle working with a coworker who has a different style or pace than you?
- What do you think makes a great team in a dealership setting?
- Tell me about a time you helped a teammate succeed.

5. Drive & Career Growth

- Where do you see yourself growing in the next few years?
- What kind of support or training helps you perform your best?

Bonus Tip for Managers: Use a mix of opened-ended questions from each category to keep interviews consistent. Avoid questions with single “Yes” or “No” answers. Listen for real stories, not rehearsed answers and note how candidates communicate, not just what they say.