Medical Device Sales Representative interview questions

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What to expect

Medical device sales interviews typically combine a conversation about your sales process with technical and clinical scenarios, because the role sits between the manufacturer and the clinicians who use the equipment. Employers want to see that you can build relationships, manage a tender, and speak credibly about device safety and infection control.

- **Process and sales methodology:** Questions about how you prospect, qualify, demonstrate and close a sale, often with a focus on the longer hospital buying cycle.
- **Behavioural and relationship management:** Questions that ask for examples of building trust with clinicians, procurement teams or internal stakeholders.
- **Technical and clinical product knowledge:** Questions that test your ability to explain device features, safety protocols and clinical outcomes in plain language.
- **Scenario and problem solving:** Hypothetical situations such as a competitive tender, a product recall or a difficult rollout that require judgement under pressure.
- **Safety and compliance:** Questions about TGA regulation, infection control, biomedical engineering sign-off and Australian standards.

The process usually starts with a phone screen with a recruiter or sales manager, then a face-to-face or video interview with the hiring manager and sometimes a clinical specialist. You may be asked to present a product case study or role-play a demonstration. Final stages often include a meeting with a senior leader and a practical exercise such as a territory plan or a tender response walk-through.

1. Walk me through how you manage a sales pipeline from first contact to signed contract.

Why they ask

This tests whether your sales process is structured and whether you understand the longer, multi-stakeholder cycle of medical device sales.

How to structure your answer

Use a step-by-step walk-through: prospecting, needs analysis, demonstration, trial, stakeholder sign-off, tender, negotiation, contract. Mention the tools you use, such as Salesforce, and how you keep the clinical and procurement sides moving together.

Example answer

“I start by researching the facility and identifying the clinical need, often through a conversation with a ward manager or surgeon. I log that in Salesforce and set a follow-up. Then I arrange a demonstration, usually in theatre or a simulation lab, where I show the device and answer safety and upkeep questions. If there is interest, I propose a trial and agree on success measures with the clinical team. While the trial runs, I bring in biomedical engineering and infection control to check compliance. Once we have their sign-off, I work with procurement on a tender response and negotiate pricing and contract terms. After signing, I coordinate in-servicing and handover to the account management team. I keep the pipeline updated at every stage so my manager can forecast accurately.”

2. Tell me about a time you turned a difficult stakeholder into a supporter.

Why they ask

Medical device sales depends on winning over sceptical clinicians, biomedical engineers or procurement officers.

How to structure your answer

Use STAR: Situation, Task, Action, Result. Focus on the specific actions you took to understand their concerns and the measurable outcome.

Example answer

“At my previous company, a hospital's infection control team was blocking a new surgical device because they had concerns about sterilisation. I met with the head of infection control, listened to the specific standards they were referencing, and then worked with our clinical team to produce a validation report that mapped our device to the relevant AS/NZS standards. I also arranged a trial where infection control could observe the cleaning process firsthand. They signed off after the trial, and the device was adopted across three theatres. That relationship later helped me get early access to tender opportunities.”

3. How would you explain a device's safety and maintenance requirements to a surgeon who is short on time?

Why they ask

Tests your ability to translate technical detail into clear, credible language for a clinical audience.

How to structure your answer

Use a concise explanation structure: start with the clinical benefit, then the key safety point, then the maintenance or infection control requirement, and finish with a clear next step. Keep it under two minutes and check for understanding.

Example answer

“I would say: 'This device reduces procedure time by [X] minutes because of its [specific feature]. The main safety consideration is [specific point, e.g. single-use component], and it needs [maintenance requirement, e.g. calibration every 12 months] which our biomedical engineering team can support. I can leave the specification sheet with you and arrange a hands-on demo in theatre whenever suits.' I would then note their interest in Salesforce and follow up within 24 hours.”

4. A hospital has issued a tender for patient monitors, but the specifications favour a competitor's product. What do you do?

Why they ask

Tests judgement under pressure and your ability to influence a procurement process without direct control.

How to structure your answer

Use a judgement-under-pressure structure: acknowledge the situation, assess what you can influence, identify the decision makers, look for a compliant way to highlight your differentiators, and decide whether to bid or walk away.

Example answer

“First I would read the tender carefully to see if the specifications are genuinely restrictive or if there is room to propose an equivalent. I would contact the clinical lead and the procurement officer to understand their priorities, and ask whether they are open to a clarification session. If the specifications are written around a competitor, I would document the clinical and safety benefits of our device, and if possible offer a trial or reference site visit. If the tender is truly locked, I would weigh the cost of bidding against the chance of winning, and recommend to my manager whether we bid, seek a variation, or focus on the next opportunity. Either way I would keep the relationship warm for future needs.”

5. How do you coordinate a product rollout across multiple wards without disrupting patient care?

Why they ask

This role often involves training staff and managing logistics, so employers want to see planning and stakeholder management.

How to structure your answer

Use a planning structure: map stakeholders, create a phased schedule, coordinate with clinical leads and biomedical engineering, provide in-servicing, and have a contingency for issues.

Example answer

“I would start by meeting with the nursing unit managers and the biomedical engineering department to agree on a rollout schedule that avoids busy periods. I would break the rollout into phases, ward by ward, and assign a super-user in each area. Before go-live, I would run in-servicing sessions and leave quick reference guides. During the rollout, I would be on site to troubleshoot and gather feedback. If a ward had an unexpected surge, I would pause that phase and reschedule. After go-live, I would check in at 30 days and report any issues back to the manufacturer so they are fixed quickly.”

6. What do you know about the TGA's role in medical device supply in Australia, and how does it affect your sales conversations?

Why they ask

Tests your understanding of the regulatory environment and whether you can speak credibly about compliance.

How to structure your answer

Use a factual explanation structure: define the TGA's role, explain what it means for the devices you sell, and describe how you use that knowledge with customers.

Example answer

“The TGA regulates therapeutic goods in Australia, including medical devices. It assesses devices for safety, quality and performance before they can be supplied, and it requires manufacturers to report adverse events and maintain conformity with standards. For me, that means I only sell devices that are included on the Australian Register of Therapeutic Goods, and I can show customers the ARTG listing and the relevant standards, such as ISO 13485. When a clinician asks about safety, I explain the TGA's oversight and how our company meets post-market surveillance requirements. It builds trust because they know the device is legally supplied and monitored.”