

**Retail MBA Sample Interview Questions (in no particular order):**

- 1) Why Today is the Best Time Ever to Get Your New Product into a Big Box Retailer
- 2) What You Absolutely Need to Know Before Approaching Retail Buyers?
- 3) Why Ordinary Sales Skills Are Useless When It Comes to Selling to Chain Stores
- 4) How Do You Get a Retail Buyer's Name and Contact Information?
- 5) What's a Strategy You Can Implement Today to Get a Meeting with a Retail Buyer?
- 6) #1 Mistake to Avoid When Trying to Pitch Your New Products to Chain Stores
- 7) How Do You Know If Your Product Is Ready For Mass Distribution?
- 8) How Can Packaging Make or Break a Chain Store Buyer's Decision?
- 9) What is the #1 Thing Buyers Care About in Retail?
- 10) How Do I Know If My Packaging Is On Point For Retail Buyers?