

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · ACCOUNT DIRECTOR

1	What experience do you have overseeing projects from start to finish?	12345	
2	What is your experience in developing marketing strategies?	12345	
3	What strategies would you use to increase client retention?	12345	
4	How do you stay current with the latest trends and technologies in the industry?	12345	
5	Describe the most challenging account management project that you have worked on.	12345	
6	How do you ensure that customer objectives are met in your work?	12345	
7	What processes do you use to evaluate customer satisfaction?	12345	
8	How do you go about analyzing data to determine areas of improvement?	12345	
9	What kind of reporting methods and metrics do you find most effective when managing client accounts?	12345	
10	How have you used technology and innovation to improve account management performance?	12345	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	12345	
Prior Work Experience Skills or qualifications acquired through past work.	12345	
Qualifications / Experience The technical skills the position actually needs.	12345	
Problem Solving Abilities Demonstrated critical problem-solving.	12345	
Communication Team building and communication skills.	12345	
Organizational Fit Would this hire steer the organization the right way?	12345	
Directional Fit A step forward, or backward, in their career?	12345	

RECOMMENDATION

☐ Advance ☐ Hold ☐ Decline

1 = well below the bar · 3 = meets it · 5 = clearly above it

AvaHR — hiring software for teams without a recruiter
Use the same scorecard for every candidate in this role.