

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · ADVERTISING SALES REPRESENTATIVE

1	What experience do you have in sales and advertising?	12345	
2	How do you generate leads for prospective clients?	12345	
3	Describe your approach to developing relationships with clients.	12345	
4	In what ways do you ensure customer satisfaction?	12345	
5	What do you know about the current market for advertising sales?	12345	
6	Are there any industries or areas of expertise that are particularly interesting to you when it comes to sales and marketing?	12345	
7	How well do you understand the competitive landscape and industry trends related to advertising sales?	12345	
8	What strategies do you use to identify and develop new opportunities?	12345	
9	How do you handle rejection or difficult conversations with clients?	12345	
10	How would you manage multiple customer accounts at once?	12345	
11	Tell me about any awards or recognition that you've received in an advertising sales role.	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	

CRITERIA

SCORE (1-5) NOTES

Directional Fit

A step forward, or backward, in their career?

1 2 3 4 5

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.