

CANDIDATE	INTERVIEWER	DATE	STAGE
-----------	-------------	------	-------

INTERVIEW QUESTIONS · ASSISTANT SALES MANAGER

1	How would you describe your customer service skills?	1 2 3 4 5	
2	Tell me about a time you overcame a challenging situation with a customer.	1 2 3 4 5	
3	What strategies do you use to increase revenue and boost sales performance?	1 2 3 4 5	
4	Explain how you build relationships with clients.	1 2 3 4 5	
5	Describe your experience with using Salesforce or other CRM software.	1 2 3 4 5	
6	What challenges have you faced working in a sales environment, and how did you overcome them?	1 2 3 4 5	
7	Tell me about your experience with goal setting and meeting deadlines.	1 2 3 4 5	
8	What do you believe is the key to successful sales?	1 2 3 4 5	
9	How have you used data and analytics in past roles to measure success?	1 2 3 4 5	
10	Are there any additional skills or experiences that make you a great fit for this role?	1 2 3 4 5	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	1 2 3 4 5	
Prior Work Experience Skills or qualifications acquired through past work.	1 2 3 4 5	
Qualifications / Experience The technical skills the position actually needs.	1 2 3 4 5	
Problem Solving Abilities Demonstrated critical problem-solving.	1 2 3 4 5	
Communication Team building and communication skills.	1 2 3 4 5	
Organizational Fit Would this hire steer the organization the right way?	1 2 3 4 5	
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.