

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · BDC REPRESENTATIVE

1	What motivated you to pursue a career as a BDC Representative?	1 2 3 4 5	
2	How do you prioritize and handle multiple leads simultaneously?	1 2 3 4 5	
3	Describe a situation where you successfully converted a challenging lead into a customer.	1 2 3 4 5	
4	How do you handle potential clients who are hesitant or non-committal?	1 2 3 4 5	
5	Can you discuss a time when you had to collaborate with a sales or marketing team to achieve a goal?	1 2 3 4 5	
6	How do you stay updated on the latest industry trends and product offerings?	1 2 3 4 5	
7	Describe a situation where you didn't meet your sales target. How did you handle it and what did you learn?	1 2 3 4 5	
8	How do you ensure a consistent follow-up with potential leads without coming across as too aggressive?	1 2 3 4 5	
9	Which CRM or lead management tools have you worked with, and how do you leverage them effectively?	1 2 3 4 5	
10	How do you handle feedback or criticism about your outreach methods or sales approach?	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	

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.