

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · BUSINESS DEVELOPMENT ASSOCIATE

1	What experience do you have in business development?	1 2 3 4 5	
2	Describe the sales process you typically follow.	1 2 3 4 5	
3	How have you gone about targeting potential customers in the past?	1 2 3 4 5	
4	Tell me about a time when you had to make a difficult decision regarding client relations.	1 2 3 4 5	
5	What strategies do you use for generating leads and closing deals?	1 2 3 4 5	
6	How would your colleagues describe your communication style?	1 2 3 4 5	
7	Have you ever been involved in new product launches or service implementations?	1 2 3 4 5	
8	What strategies have you used to increase customer engagement and retention?	1 2 3 4 5	
9	Are there any methods or tools that you use for researching potential customers?	1 2 3 4 5	
10	What do you understand about business development that separates it from sales and marketing?	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.