

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · BUSINESS DEVELOPMENT MANAGER

1	What is your business development plan?	1 2 3 4 5	
2	How have you generated leads in the past?	1 2 3 4 5	
3	Can you share a success story of when you closed a sale?	1 2 3 4 5	
4	What type of clients or partners do you prefer to work with?	1 2 3 4 5	
5	What are your targets and how do you measure success?	1 2 3 4 5	
6	How would you describe your sales style?	1 2 3 4 5	
7	Can you tell me about a time when you had to manage a difficult situation with a client or partner?	1 2 3 4 5	
8	What type of clients do you prefer to work with?	1 2 3 4 5	
9	How would you go about building relationships with new clients?	1 2 3 4 5	
10	What are your experience managing and mentoring sales professionals?	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.