

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · CHIEF COMMERCIAL OFFICER

1	Can you describe a successful commercial strategy you've implemented in the past and its impact on the company's revenue and market share?	1 2 3 4 5	
2	How do you prioritize and balance the needs of the sales, marketing, and customer service teams?	1 2 3 4 5	
3	Can you provide an example of a market trend you identified and how you leveraged it to benefit your company?	1 2 3 4 5	
4	What strategies do you use to establish and sustain relationships with important clients and stakeholders?	1 2 3 4 5	
5	What are the key performance indicators (KPIs) you consider essential to track the success of commercial activities?	1 2 3 4 5	
6	How do you handle situations where there is a disagreement among the executive team regarding the company's commercial direction?	1 2 3 4 5	
7	Can you illustrate a time when your market research led to significant changes in your company's commercial strategy?	1 2 3 4 5	
8	How do you ensure that the commercial teams remain aligned with the overall goals and missions of the company?	1 2 3 4 5	
9	What strategies do you use to motivate and inspire your teams to achieve their targets?	1 2 3 4 5	
10	How have you used data and analytics to refine commercial strategies and improve performance?	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	

CRITERIA	SCORE (1-5)	NOTES
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.