

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · CHIEF REVENUE OFFICER

1	Can you describe your experience with aligning sales, marketing, and customer service teams to drive revenue growth?	1 2 3 4 5	
2	What strategies have you implemented in the past that significantly boosted company revenue?	1 2 3 4 5	
3	How do you assess and react to market trends to ensure continuous revenue growth?	1 2 3 4 5	
4	Can you share an example of a difficult decision you had to make to achieve revenue targets?	1 2 3 4 5	
5	How do you approach the development of a new revenue stream?	1 2 3 4 5	
6	What methods do you use to measure the effectiveness of sales and marketing campaigns?	1 2 3 4 5	
7	How do you foster strong customer relationships to ensure retention and loyalty?	1 2 3 4 5	
8	Describe a time when you had to collaborate with other departments to solve a major revenue-related problem.	1 2 3 4 5	
9	What tools or software do you find most effective for tracking revenue metrics, and why?	1 2 3 4 5	
10	How do you ensure that your sales team is motivated and consistently meeting their targets?	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	

CRITERIA

SCORE (1-5) NOTES

Organizational Fit Would this hire steer the organization the right way?	12345	
Directional Fit A step forward, or backward, in their career?	12345	

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.