

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · CHIEF SALES OFFICER

1

Can you describe a successful sales strategy you implemented in your previous role and the results it achieved?

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2

How do you approach setting sales targets and ensuring your team meets them?

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What methods do you use to analyze market trends and adjust your sales tactics accordingly?

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Can you provide an example of how you've collaborated with other departments, such as marketing or product development, to achieve a common goal?

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How do you handle underperforming sales team members, and what steps do you take to improve their performance?

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6

What CRM tools or sales technologies have you used, and how have they benefitted your sales strategy?

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7

Describe how you train and develop your sales team to ensure continuous improvement.

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Can you tell us about a time you had to pivot a sales strategy due to unexpected challenges? What was the outcome?

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How do you foster a competitive yet collaborative environment within your sales team?

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10

What metrics do you consider most important for tracking sales performance, and how do you use these metrics to drive improvements?

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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.