

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · COMMERCIAL DIRECTOR

1	Can you describe your experience in developing and implementing commercial strategies?	12345	
2	How do you identify and assess market trends to inform your decisions?	12345	
3	Can you provide an example of a time when you successfully turned around a struggling product or service?	12345	
4	What methods do you use to ensure cross-departmental collaboration, particularly between sales, marketing, and operations?	12345	
5	How do you set and measure performance metrics for sales teams?	12345	
6	Could you share your experience with customer relationship management? How do you prioritize key client engagements?	12345	
7	What approach do you take to budgeting and financial planning for commercial initiatives?	12345	
8	How do you foster innovation and encourage a culture of teamwork within your team?	12345	
9	Describe a time when you had to navigate a challenging financial situation. What steps did you take?	12345	
10	What role do you believe leadership plays in achieving commercial success, and how do you embody that in your management style?	12345	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	12345	
Prior Work Experience Skills or qualifications acquired through past work.	12345	
Qualifications / Experience The technical skills the position actually needs.	12345	
Problem Solving Abilities Demonstrated critical problem-solving.	12345	
Communication Team building and communication skills.	12345	

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.