avaHR

Counter Sales Candidate Scorecard

Score every candidate against the same questions and criteria

CANDIDATE	INTERVIEWER	DATE	STAGE

INTERVIEW QUESTIONS · COUNTER SALES

1	What experience do you have in counter sales?	① ② ③ ④ ⑤	
2	Describe your best customer service experience.	① ② ③ ④ ⑤	
3	What techniques do you use to close deals?	① ② ③ ④ ⑤	
4	How do you handle demanding customers or situations?	① ② ③ ④ ⑤	
5	How would you handle an unhappy customer complaining about the product/service?	① ② ③ ④ ⑤	
6	How can you help increase our store's overall sales performance?	① ② ③ ④ ⑤	
7	How do you stay up-to-date with changes and trends in products and services in our industry?	① ② ③ ④ ⑤	
8	Can you share examples of how your work on the counter sales has improved revenue or ratings for previous employers?	① ② ③ ④ ⑤	
9	How can you suggest improving the customer experience at our store location?	① ② ③ ④ ⑤	
10	What challenges have most affected your success in achieving sales goals, and how did you overcome them?	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	

CRITERIA	SCORE (1–5)	NOTES
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.