

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · DIRECT SALES REPRESENTATIVE

1	What experience do you have in sales?	12345	
2	What products or services have you sold in the past?	12345	
3	How did you go about finding potential customers?	12345	
4	Can you tell me about a time when you had to deal with a difficult customer?	12345	
5	What do you think are the key skills necessary for success in this role?	12345	
6	What do you think makes a successful salesperson?	12345	
7	What makes you a good fit for this position?	12345	
8	Do you have any customer service experience?	12345	
9	Can you describe when you overcame an obstacle in sales?	12345	
10	What is your favorite product/service to sell?	12345	
11	Why did you decide to pursue a career in direct sales?	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	
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.