

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · DIRECT SALES REPRESENTATIVE

1	How do you keep up with what's going on in your target market?	1 2 3 4 5	
2	How do you approach short vs. long sales cycles?	1 2 3 4 5	
3	What is your long-term career goal?	1 2 3 4 5	
4	Why are you interested in working in sales?	1 2 3 4 5	
5	How do you handle customer objections?	1 2 3 4 5	
6	What part of your sales process does content and social media play?	1 2 3 4 5	
7	Tell me about yourself in a few words.	1 2 3 4 5	
8	Could you elaborate on your sales experience?	1 2 3 4 5	
9	What made you decide to pursue a profession in sales?	1 2 3 4 5	
10	What is your favorite recollection of a successful sale?	1 2 3 4 5	
11	Could you please tell me about a time when you made a mistake? So, what did you take away from it?	1 2 3 4 5	
12	Rank the significance of these three words for you: money, recognition, and promotion.	1 2 3 4 5	
13	When you're having a difficult day, how do you regroup and recover?	1 2 3 4 5	
14	What do you consider your most outstanding achievement?	1 2 3 4 5	
15	What is the finest piece of advice you've ever gotten?	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	

CRITERIA	SCORE (1-5)	NOTES
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	
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.