

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · DISTRICT SALES MANAGER

1	What experience do you have managing a sales district or region?	1 2 3 4 5	
2	How did you increase profitability and market share in your previous positions as a District Sales Manager?	1 2 3 4 5	
3	What strategies have you employed to ensure customer satisfaction in the past?	1 2 3 4 5	
4	Describe how you establish and maintain good relationships with customers.	1 2 3 4 5	
5	How do you motivate and lead a sales team to reach their targets?	1 2 3 4 5	
6	Describe your experience with budget management and forecasting in a sales context.	1 2 3 4 5	
7	Explain how you would use data analysis techniques to optimize sales performance.	1 2 3 4 5	
8	How do you ensure that sales goals are met promptly?	1 2 3 4 5	
9	Tell us about your experience with creating and implementing effective sales strategies.	1 2 3 4 5	
10	What do you consider to be the most critical skills for success as a District Sales Manager?	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.