

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · FIELD SALES MANAGER

1	What experience do you have in field sales?	12345	
2	How do you motivate team members who report to you?	12345	
3	What strategies and techniques have been effective in increasing revenue through field sales?	12345	
4	Have there been any challenging customers or situations that required extra effort from your team, and how did you handle them?	12345	
5	How do you stay organized and ensure that your team is on track to meet their goals?	12345	
6	What strategies do you employ when leading a sales pitch or presentation?	12345	
7	Do you have experience with market research and customer segmentation for field sales? If so, how did the data help inform your strategy?	12345	
8	Explain how you would develop relationships with potential clients in an area to increase sales.	12345	
9	How do you stay up to date on industry trends and use that knowledge to improve the team's performance?	12345	
10	What metrics and KPIs do you track, and how did they contribute to your success?	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.