

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · INDEPENDENT SALES REPRESENTATIVE

1	Describe a challenging sales situation you've faced. How did you overcome it and achieve a successful outcome?	1 2 3 4 5	
2	Can you provide an example of a time when you successfully identified and pursued a new business opportunity independently?	1 2 3 4 5	
3	How do you prioritize and manage your time effectively when representing multiple products or companies simultaneously?	1 2 3 4 5	
4	Share an experience where you had to adapt your sales approach to meet the unique needs of a specific client.	1 2 3 4 5	
5	Discuss your strategy for building and maintaining strong client relationships to ensure repeat business and referrals.	1 2 3 4 5	
6	How do you stay informed about industry trends and competitor activities to enhance your sales strategies?	1 2 3 4 5	
7	Describe your negotiation style and provide an example of a successful negotiation that led to a favorable sales outcome.	1 2 3 4 5	
8	In what ways do you utilize networking opportunities, such as industry events, to expand your client base and discover new business prospects?	1 2 3 4 5	
9	Could you describe how you set and accomplish sales targets? How do you stay motivated and focused on meeting these goals?	1 2 3 4 5	
10	How do you handle rejection or objections from potential clients, and what strategies do you employ to turn these situations into successful sales?	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.