

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · INSIDE SALES REPRESENTATIVE

1	How many years of experience do you have working as an Inside Sales Representative?	1 2 3 4 5	
2	What is your greatest accomplishment in sales?	1 2 3 4 5	
3	What strategies do you employ to reach out to new prospects?	1 2 3 4 5	
4	Describe a situation where you had difficulty closing a sale.	1 2 3 4 5	
5	Have you ever encountered a failure when reaching out to potential customers? If so, how did you overcome it?	1 2 3 4 5	
6	What methods do you use to increase customer engagement?	1 2 3 4 5	
7	How do you stay up to date with the latest sales trends and techniques?	1 2 3 4 5	
8	What is your approach when it comes to selling via phone/email?	1 2 3 4 5	
9	What type of metrics do you measure to gauge the success of your sales efforts?	1 2 3 4 5	
10	How would you utilize available resources like CRM systems or social media platforms to boost 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	
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.