

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · JUNIOR SALES ASSOCIATE

1	How do you approach building relationships with potential clients as a Junior Sales Associate?	12345	
2	Can you share an experience where you successfully met or exceeded sales targets in a previous role?	12345	
3	How do you handle objections or challenges during a sales pitch or customer interaction?	12345	
4	What strategies do you use to stay motivated and focused while working in a sales role?	12345	
5	Describe a situation where you had to adapt your approach to meet the specific needs of a customer.	12345	
6	How do you prioritize tasks and manage your time to ensure sales goals are met?	12345	
7	Can you provide an example of a time when you collaborated effectively with team members to achieve sales objectives?	12345	
8	What steps do you take to stay informed about product knowledge and market trends relevant to your sales role?	12345	
9	How important is customer feedback to you, and how do you use it to improve your sales approach?	12345	
10	Can you share an example of when you went above and beyond to provide exceptional service to a customer?	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.