

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · KEY ACCOUNT MANAGER

1

How do you prioritize and manage multiple key accounts simultaneously, ensuring each receives the attention it requires?

12345

2

Can you share an example of a challenging client situation you successfully resolved, highlighting your problem-solving and relationship-building skills?

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3

How do you stay informed about industry trends and competitors to proactively identify opportunities or potential challenges for your key accounts?

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4

Describe your approach to developing and executing strategic account plans. How do you align these plans with overall company objectives?

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5

Communication is vital in this role. How do you ensure clear and effective communication with both internal teams and key clients?

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6

Can you discuss a time when you had to meet a demanding sales target for a key account? How did you implement strategies to attain success?

12345

7

Building and maintaining strong relationships are key. How do you establish trust with clients, and how do you handle situations where trust may be at risk?

12345

8

How do you adapt your communication style when interacting with various stakeholders within a client's organization, from operational teams to C-level executives?

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9

Key Account Managers often collaborate with cross-functional teams. Can you provide an example of a successful collaboration that resulted in positive outcomes for a key account?

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10

Continuous improvement is crucial. How do you assess your performance as a Key Account Manager, and what steps do you take to enhance your skills and knowledge in the field?

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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	

CRITERIA	SCORE (1-5)	NOTES
Problem Solving Abilities Demonstrated critical problem-solving.	① ② ③ ④ ⑤	<div></div> <div></div> <div></div>
Communication Team building and communication skills.	① ② ③ ④ ⑤	<div></div> <div></div> <div></div>
Organizational Fit Would this hire steer the organization the right way?	① ② ③ ④ ⑤	<div></div> <div></div> <div></div>
Directional Fit A step forward, or backward, in their career?	① ② ③ ④ ⑤	<div></div> <div></div> <div></div>

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.