

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · LIFE INSURANCE AGENT

1	What experience do you have in the life insurance industry?	1 2 3 4 5	
2	What inspired you when you started working in the life insurance industry?	1 2 3 4 5	
3	How have you helped clients through the process of choosing and buying life insurance policies?	1 2 3 4 5	
4	What are the most important factors when looking for life insurance coverage?	1 2 3 4 5	
5	How can someone be sure they get the best possible life insurance coverage for their needs?	1 2 3 4 5	
6	What are the biggest mistakes people make when buying life insurance policies?	1 2 3 4 5	
7	What should someone do if they are unsure whether they need life insurance coverage?	1 2 3 4 5	
8	What are some common misconceptions about life insurance that you have encountered?	1 2 3 4 5	
9	What are the most important things to remember when shopping for life insurance coverage?	1 2 3 4 5	
10	What advice would you give to someone about to purchase their first life insurance policy?	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	

CRITERIA

SCORE (1-5) NOTES

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.