

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · OUTSIDE SALES REPRESENTATIVE

1	How do you build and maintain relationships with clients to ensure long-term satisfaction and repeat business?	1 2 3 4 5	
2	Can you provide an example of a challenging sales situation you successfully navigated in a previous role?	1 2 3 4 5	
3	How do you prioritize and manage your time when handling a diverse client portfolio and meeting sales targets?	1 2 3 4 5	
4	Describe your approach to researching and understanding client needs before presenting a product or service.	1 2 3 4 5	
5	In a competitive market, how do you differentiate yourself and the products/services you represent?	1 2 3 4 5	
6	Can you share an instance where you had to overcome objections during a sales pitch, and how you handled it?	1 2 3 4 5	
7	What strategies do you employ to stay informed about industry trends and adapt your sales approach accordingly?	1 2 3 4 5	
8	How do you collaborate with internal teams, such as marketing or customer support, to enhance the overall customer experience?	1 2 3 4 5	
9	Describe a time when you had to meet ambitious sales targets, and what steps did you take to achieve them?	1 2 3 4 5	
10	How do you handle rejection, and what techniques do you use to maintain a positive mindset in a sales role?	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.