

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · REGIONAL SALES MANAGER

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How do you set and communicate sales goals to your team while ensuring alignment with overall company objectives?

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Can you provide an example of a successful sales strategy you implemented to achieve regional revenue targets?

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How do you foster collaboration and communication within your sales team and with other departments?

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Describe your approach to analyzing market trends and adjusting regional sales strategies accordingly.

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How do you assess and address performance gaps within your sales team to meet or exceed targets?

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Can you share a situation where you had to navigate challenges in a specific geographic market, and how did you handle it?

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What methods do you use to stay informed about industry changes and integrate that knowledge into your regional sales approach?

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How do you balance individual and team achievements while maintaining a positive and motivating work environment?

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Describe your experience in conducting effective sales training for regional teams to enhance their skills and performance.

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In a rapidly changing market, how do you ensure adaptability and resilience in your regional sales strategies?

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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.