

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · SALES ADVISOR

1	Can you describe a time when you successfully solved a customer's problem? What was the issue, and how did you resolve it?	1 2 3 4 5	
2	How do you stay updated on the products and services you are selling?	1 2 3 4 5	
3	Describe a situation where you had to deal with a difficult or dissatisfied customer. How did you handle it, and what was the outcome?	1 2 3 4 5	
4	In your opinion, what are the most important qualities of a successful Sales Advisor?	1 2 3 4 5	
5	How do you approach meeting sales targets in a slow market?	1 2 3 4 5	
6	Can you share an experience where you turned a potential customer into a loyal client? What strategies did you use?	1 2 3 4 5	
7	How do you prioritize your tasks and manage your time effectively during busy periods?	1 2 3 4 5	
8	Have you ever been given negative feedback by a customer? How did you respond to it?	1 2 3 4 5	
9	Describe how you would go about learning and mastering information about a new product or service being offered by your company.	1 2 3 4 5	
10	What strategies do you use to build rapport with customers and provide personalized service?	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	

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.