

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · SALES AND MARKETING MANAGER

1	Tell me about a successful marketing campaign you've recently managed. What was your strategy, and how did you measure its success?	12345	
2	Describe a time when you led a sales team to exceed their targets. What tactics did you employ to motivate your team?	12345	
3	How do you align sales and marketing strategies to optimize the customer journey and increase conversion rates?	12345	
4	Can you give an example of how you adapt to emerging market trends to stay ahead of the competition?	12345	
5	Could you discuss a moment when you had to make a difficult decision to turn around a failing sales strategy?	12345	
6	Explain your experience with CRM software. How do you utilize technology to enhance sales and marketing efforts?	12345	
7	What metrics do you consider most critical in evaluating the success of a sales and marketing initiative? Why?	12345	
8	How do you ensure your marketing content effectively engages the intended audience and leads to action?	12345	
9	In which ways do you believe sales enablement can be improved within an organization?	12345	
10	What methods do you use to understand customer needs and incorporate this insight into sales and marketing strategies?	12345	

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	
Problem Solving Abilities Demonstrated critical problem-solving.	12345	

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.