

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · SALES ASSOCIATE

Personal

1	Why do you want to be a sales associate for this company?	1 2 3 4 5	
2	What do you think is the most critical attribute to have?	1 2 3 4 5	
3	How did you get into sales?	1 2 3 4 5	
4	What has been your biggest sale?	1 2 3 4 5	
5	Do you work better independently or with teammates to close a sale?	1 2 3 4 5	

Human Resources

6	How do sales associates play a vital role in a company's growth?	1 2 3 4 5	
7	Why do you think you would be a good fit for this company?	1 2 3 4 5	

Management

8	What type of management style do you prefer?	1 2 3 4 5	
9	What is the most important goal to have as a sales associate?	1 2 3 4 5	
10	What motivates you to become an even better sales associate?	1 2 3 4 5	

Technical Skills and Knowledge

11	How long have you worked in sales?	1 2 3 4 5	
12	How do you handle rejection from a potential client?	1 2 3 4 5	
13	What is your sales method to ensure a done deal?	1 2 3 4 5	
14	Do you think you could sell anything to any customer?	1 2 3 4 5	
15	What is your approach to handling a disgruntled customer?	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	

CRITERIA	SCORE (1-5)	NOTES
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	
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.