

CANDIDATE	INTERVIEWER	DATE	STAGE
-----------	-------------	------	-------

INTERVIEW QUESTIONS · SALES CONSULTANT

1	What makes you the best candidate for this role?	1 2 3 4 5	
2	How would you assess customer needs and effectively explain how our product meets those needs?	1 2 3 4 5	
3	Describe a time when you had to overcome an objection in a sales situation.	1 2 3 4 5	
4	Is there any experience from your past positions that has given you more knowledge or insight into this role?	1 2 3 4 5	
5	Can you tell me about your experience making cold calls and working with customers over the phone/online?	1 2 3 4 5	
6	How would you handle a client who is unhappy with the product/service?	1 2 3 4 5	
7	What strategies do you have for developing relationships with potential customers and leveraging those relationships to increase sales?	1 2 3 4 5	
8	What metrics do you use to measure success in a sales role?	1 2 3 4 5	
9	Describe your most successful sale.	1 2 3 4 5	
10	Are there any areas of sales you're particularly passionate about?	1 2 3 4 5	
11	What do you believe are the most important qualities of a successful Sales Consultant?	1 2 3 4 5	
12	How would you prioritize tasks if multiple customers required assistance at the same time?	1 2 3 4 5	
13	In what ways could you use technology to improve your sales process for this 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	

CRITERIA	SCORE (1-5)	NOTES
Problem Solving Abilities Demonstrated critical problem-solving.	① ② ③ ④ ⑤	<div></div> <div></div> <div></div>
Communication Team building and communication skills.	① ② ③ ④ ⑤	<div></div> <div></div> <div></div>
Organizational Fit Would this hire steer the organization the right way?	① ② ③ ④ ⑤	<div></div> <div></div> <div></div>
Directional Fit A step forward, or backward, in their career?	① ② ③ ④ ⑤	<div></div> <div></div> <div></div>

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.