

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

INTERVIEW QUESTIONS · SALES COORDINATOR

|    |                                                                                                                              |           |  |
|----|------------------------------------------------------------------------------------------------------------------------------|-----------|--|
| 1  | How do you prioritize and manage multiple tasks to ensure the smooth functioning of sales processes as a Sales Coordinator?  | 1 2 3 4 5 |  |
| 2  | Can you provide an example of a challenging situation you faced in coordinating sales activities and how you resolved it?    | 1 2 3 4 5 |  |
| 3  | How do you facilitate effective communication between the sales team and other departments to ensure seamless collaboration? | 1 2 3 4 5 |  |
| 4  | Describe your approach to handling customer inquiries and providing support to enhance overall customer satisfaction.        | 1 2 3 4 5 |  |
| 5  | In what ways do you contribute to maintaining accurate records and preparing reports for the sales team?                     | 1 2 3 4 5 |  |
| 6  | How do you stay organized and ensure attention to detail in a fast-paced sales environment?                                  | 1 2 3 4 5 |  |
| 7  | Can you share an experience where you had to coordinate logistics for sales events or activities?                            | 1 2 3 4 5 |  |
| 8  | What methods do you use to track sales activities and ensure timely follow-up on leads and opportunities?                    | 1 2 3 4 5 |  |
| 9  | How do you handle confidential information and maintain data accuracy and integrity in your role as a Sales Coordinator?     | 1 2 3 4 5 |  |
| 10 | Describe your experience in using CRM software or other tools to enhance sales coordination and efficiency.                  | 1 2 3 4 5 |  |

OVERALL ASSESSMENT

| CRITERIA                                                                                  | SCORE (1-5) | NOTES |
|-------------------------------------------------------------------------------------------|-------------|-------|
| <b>Educational Background</b><br>Appropriate qualifications or training for the position. | 1 2 3 4 5   |       |
| <b>Prior Work Experience</b><br>Skills or qualifications acquired through past work.      | 1 2 3 4 5   |       |
| <b>Qualifications / Experience</b><br>The technical skills the position actually needs.   | 1 2 3 4 5   |       |
| <b>Problem Solving Abilities</b><br>Demonstrated critical problem-solving.                | 1 2 3 4 5   |       |

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