

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · SALES DEVELOPMENT REPRESENTATIVE

1	What experience do you have in sales?	1 2 3 4 5	
2	How would you handle a customer who is not responsive to your pitch?	1 2 3 4 5	
3	Describe a time when you had to push hard for a sale.	1 2 3 4 5	
4	Tell me about the most successful sales strategy that you've used.	1 2 3 4 5	
5	What techniques do you use to increase conversion rates?	1 2 3 4 5	
6	What suggestions do you have on how we can improve our current sales process?	1 2 3 4 5	
7	How would you motivate a team to sell?	1 2 3 4 5	
8	How do you handle objections and persuasively answer questions during sales calls?	1 2 3 4 5	
9	Do you have experience using marketing automation tools such as Salesforce, HubSpot, etc.?	1 2 3 4 5	
10	How comfortable are you with cold calling and working on setting appointments?	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	
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.