

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · SALES EXECUTIVE

1	Can you walk us through your experience in sales, highlighting your most significant achievements?	1 2 3 4 5	
2	How do you typically approach building and maintaining client relationships?	1 2 3 4 5	
3	Can you describe a challenging sales situation you encountered and how you successfully navigated it?	1 2 3 4 5	
4	How do you stay updated on industry trends and changes that may impact your sales strategies?	1 2 3 4 5	
5	What techniques do you use to identify potential clients and opportunities for growth?	1 2 3 4 5	
6	How do you handle objections or rejections from clients during the sales process?	1 2 3 4 5	
7	Can you provide an example of a successful sales campaign or project you led from start to finish?	1 2 3 4 5	
8	How do you efficiently prioritize and manage your time to achieve sales objectives?	1 2 3 4 5	
9	How do you collaborate with other departments, such as marketing or product development, to enhance sales efforts?	1 2 3 4 5	
10	Can you discuss a time when you had to adapt your sales approach to accommodate different client needs or preferences?	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	

CRITERIA

SCORE (1-5) NOTES

Organizational Fit Would this hire steer the organization the right way?	12345	
Directional Fit A step forward, or backward, in their career?	12345	

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.