

Score every candidate against the same questions and criteria

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

INTERVIEW QUESTIONS · SALES INTERN

1	What motivated you to pursue a sales internship, and what do you hope to gain from this experience?	1 2 3 4 5	
2	Can you describe any prior experiences, coursework, or activities that have prepared you for a role in sales?	1 2 3 4 5	
3	How comfortable are you with making cold calls or approaching potential clients in various situations?	1 2 3 4 5	
4	In sales, rejection is common. Can you share an experience where you faced rejection and how you handled it?	1 2 3 4 5	
5	How do you plan to prioritize and manage your tasks in a fast-paced sales environment?	1 2 3 4 5	
6	Can you explain your understanding of the sales funnel and its significance in the sales process?	1 2 3 4 5	
7	Have you worked with any CRM or sales software? If so, which ones, and what tasks were you responsible for within those systems?	1 2 3 4 5	
8	What do you think are the key qualities or skills that a successful salesperson should possess?	1 2 3 4 5	
9	Sales often involve meeting targets. How do you plan to ensure you meet or exceed sales goals?	1 2 3 4 5	
10	Can you provide an example of a sales strategy or technique you find effective? How would you apply it in a sales internship?	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	

CRITERIA	SCORE (1-5)	NOTES
Communication Team building and communication skills.	12345	
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.