

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · SALES LEAD

1	Could you detail your background in lead generation and prospecting?	12345	
2	How do you prioritize and manage your leads to ensure timely follow-ups?	12345	
3	Could you provide an example of a successful lead conversion or sales process you were involved in?	12345	
4	What strategies do you use to handle objections and rejections during lead interactions?	12345	
5	How do you adapt your approach when dealing with different types of leads, such as warm leads vs. cold leads?	12345	
6	What CRM or lead management tools are you familiar with, and how do you use them to track leads and sales activities?	12345	
7	Describe a situation where you had to collaborate with the sales team to close a deal successfully.	12345	
8	How do you stay updated on industry trends and changes in your target market?	12345	
9	Can you give an example of how you've built and nurtured client relationships for long-term sales opportunities?	12345	
10	What metrics or KPIs do you think are most important to evaluate the effectiveness of a Sales Lead?	12345	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	12345	
Prior Work Experience Skills or qualifications acquired through past work.	12345	
Qualifications / Experience The technical skills the position actually needs.	12345	
Problem Solving Abilities Demonstrated critical problem-solving.	12345	
Communication Team building and communication skills.	12345	

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.