

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · SALES MANAGER

1	What experience do you have in sales management?	12345	
2	What led you to pursue a career in sales management?	12345	
3	How would you go about building successful relationships with clients?	12345	
4	What are your strategies for motivating and retaining sales teams?	12345	
5	What do you consider to be the most important skills for a sales manager?	12345	
6	What challenges have you faced in sales management, and how did you overcome them?	12345	
7	What do you see as the future of sales management?	12345	
8	How do you stay up-to-date with changes in the sales industry?	12345	
9	What strategies have you used to increase sales?	12345	
10	How did you handle a difficult sales situation?	12345	
11	What is your process for tracking and reporting sales data?	12345	
12	What motivates you to sell?	12345	
13	How do you manage customer relationships?	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.