

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · SENIOR SALES REPRESENTATIVE

1

Can you describe a time when you identified a key account opportunity that led to significant sales growth for your previous company?

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2

How do you approach the development of a tailored sales strategy for a new client?

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Discuss a scenario where you successfully led a sales team to exceed their targets. What strategies did you employ?

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Explain how you negotiate contracts to ensure a mutual benefit for both the company and the client.

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Can you provide an example of how you built and maintained a lasting relationship with a challenging client?

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How do you stay informed about market trends and identify emerging opportunities for your company?

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Describe your process for managing and prioritizing your key accounts. How do you ensure each client's needs are met effectively?

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Share an experience where your strategic thinking abilities significantly impacted a sales campaign or strategy.

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In what ways do you leverage technology to enhance your sales process and team productivity?

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How do you handle rejection or failure in sales, and what steps do you take to rebound and improve future outcomes?

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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.