

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · STRATEGIC ACCOUNT MANAGER

1

Can you provide an example of a successful strategic account management experience from your previous roles?

12345

2

How do you approach understanding a client's business needs and aligning them with the products or services your company offers?

12345

3

Describe a situation where you had to navigate a challenging client relationship. How did you handle it, and what was the outcome?

12345

4

What strategies do you employ to identify opportunities for upselling or cross-selling within existing accounts?

12345

5

How do you prioritize and manage multiple client relationships, ensuring each receives the attention it requires?

12345

6

Can you discuss a time when you collaborated effectively with internal teams to address a client's specific needs or challenges?

12345

7

In your opinion, what key metrics or indicators should a Strategic Account Manager monitor to gauge the health of a client relationship?

12345

8

How do you stay informed about market trends and competitor activities to provide valuable insights to your clients?

12345

9

Explain how you go about formulating and implementing strategic plans for managing key client accounts. How do you ensure they align with overall business objectives?

12345

10

How do you handle situations where client expectations may be challenging to meet? Can you provide an example of when you successfully managed such a scenario?

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	

CRITERIA	SCORE (1-5)	NOTES
Communication Team building and communication skills.	① ② ③ ④ ⑤	
Organizational Fit Would this hire steer the organization the right way?	① ② ③ ④ ⑤	
Directional Fit A step forward, or backward, in their career?	① ② ③ ④ ⑤	

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.