

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · VP OF SALES

1	What experience do you have in sales management?	1 2 3 4 5	
2	Describe your approach to motivating and managing a sales team.	1 2 3 4 5	
3	Tell me about successful strategies that you implemented in the past.	1 2 3 4 5	
4	How would you develop a go-to-market plan for our product line?	1 2 3 4 5	
5	Have you ever turned around underperforming teams or markets? If so, how did you accomplish this?	1 2 3 4 5	
6	What challenges have you faced when it comes to closing large deals?	1 2 3 4 5	
7	What metrics do you use to analyze the performance of your sales teams?	1 2 3 4 5	
8	How would you develop a sales process and cascade it throughout the organization?	1 2 3 4 5	
9	Describe your experience in setting pricing strategies.	1 2 3 4 5	
10	What techniques do you use to stay current with industry trends and developments?	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	
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.