

## Sales Interview Scorecard

### Set Up The Interview Scorecard

This template is intended to streamline your sales candidate interviewing process and ensure consistency across applicants and interviewers. Use this scorecard to align your team on the criteria each candidate should meet, how to evaluate candidates against those criteria, and which candidates to move to the next round. Save time and reduce meetings with a single process and evaluation system that keeps everyone on the same page.

Your interviewers should print out this workbook and bring each page with them to the interview. The Interview Checklist tab will provide your team with reminders for preparing for the interview, what to make sure they cover with the candidate, and what to do afterward. If your team interviews at college or job fairs, these materials should be in their interviewing packet for the event.

Before distributing to your team, set up the pages in this packet to align with your company or team's specific hiring priorities. You'll want to adjust the Scorecard itself according to the instructions below, then update the Guide for Interviewers tab to address your interviewing team and fill them in on the process.

#### Categories

First, determine the broad characteristics your company values in ideal candidates. We recommend evaluating candidates based on ability/potential, experience, and culture fit, so we've organized the sample scorecard around those categories. Feel free to use different categories that match your company's priorities.

#### Job Description

Enter each item from your posted job description, organized into the appropriate categories. This helps make sure what you advertised aligns with what your company is actually looking for.

#### Quality/Experience

What is the underlying motivation for each item in the job description? This column should guide the interviewer to ask an appropriate question that gets at the heart of the characteristic or skill you're looking for in an ideal candidate. You could also include objective measures here relating to the score for each question - for example, if the ideal candidate has 5 years of sales experience, indicate that in this column.

#### Question Prompts

This column offers interviewers a few suggestions for the type of question they might ask for each job description item. We recommend not including full-text suggested questions here to avoid multiple interviewers all asking the same questions. Use the Suggested Questions page to provide a full list of potential questions interviewers can turn to if they're stumped, but let them be creative.

#### Score/Total Score/Max Score/Percent

We've set up this template with room for 20 questions, with the max possible score of 100. Each question is worth 5 points, with 1 at the low end and 5 at the high end. The Scoring Key above has been provided to help your interviewers decide which score is appropriate. You can customize each value, especially the Max Scores, to fit your hiring expectations and requirements.

#### Recommended Next Step

Should this candidate move to the next round? Is she not a fit? Choose from the drop-down menu, currently set with the options "Check References, Next Round, Writing Sample, Not a Fit, Hire Immediately." Use Data Validation to add, change or remove options.

### Scoring Key:

#### Individual Questions

- 1 Unacceptable
- 2 Not ideal
- 3 Acceptable
- 4 Excellent
- 5 Perfect! Couldn't get any better!

#### Total Score

- 20 - 40 Poor candidate. Thanks but no thanks.  
41 - 60 Not ideal candidate; pass  
61 - 80 Good fit. Determine if any points taken off are dealbreakers (culture fit, sales philosophy etc)  
81 - 90 Excellent candidate, great hire.  
90 + Once-in-a-lifetime candidate. Hire immediately before someone else snatches her up!

### Take the Next Step

Once you've brought your stellar new hires on board, you'll want to make sure they ramp quickly and become productive team members as soon as possible. Consider setting up a **Sales PlayBook** to gather all your sales best practices in one place to make ramping new hires quick and painless.

Our Sales PlayBooks document and enhance best selling practices in our Five Success Areas: Prospecting, Selling, Support, System, and Team. Your customized Sales PlayBook actually becomes your living, breathing sales process, from the moment you go looking for leads to ticking "Closed - Won" in your CRM.

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### Candidate's Strengths/Weaknesses

Each interviewer can use this space to provide a qualitative assessment of what they see as the candidate's most prominent strengths and/or weaknesses. This information can help the decision committee when a candidate is on the fence between "no thanks" and "next round."

### List of Suggested Questions

We've included a list of 50 best practice interview questions, organized into the three categories. To build out the Culture Fit section, we've also included a few "curveball questions" mined from top-flight interviewers like Google. Each interviewer should note in "Comments" on the Scorecard which questions they used for each item so you can determine which questions work best for your team.