

Example: Interview Evaluation template

Evaluation Criteria Group	Example responsibilities and capabilities needed	Strength			Weakness		Comments
		5	4	3	2	1	
The meeting	<p><i>timely arrival and professional appearance in all aspects</i></p> <p><i>inspire trust and give a competent impression</i></p> <p><i>Listening - active listener, ask questions and challenge in the right places (here you may want to roleplay sales situations with candidates)</i></p>						
General situation	<p><i>Motivation for change - we are proposing a dreamjob, or a transition to something different?</i></p> <p><i>Curriculum, time in each position, coherent trajectory - (take references and do call)</i></p> <p><i>Harmony in life balances - work/life, expectations on the company</i></p>						
Market & Industry knowledge	<p><i>Understanding the market - business side of it (who is the buyer and how can we address them?)</i></p> <p><i>Experience selling into major ECOSYSTEM key players in our local market</i></p> <p><i>existing network and ability to build network on all levels (e.g. directors, CxO, politicians, decision makers, business partners)</i></p>						
Product & Technology	<p><i>Product and Technology knowledge, technical ability</i></p> <p><i>Solution Benefits - presenting and transmitting value to customers</i></p> <p><i>Will be able to demo apps and product to different user types - adapting message to stakeholders</i></p>						
Sales Techniques & process	<p><i>Develop new business opportunities with the goal to reach profitability - which prospects do you go for first? Why?</i></p> <p><i>Sales methodology understanding and basic terminology (When to give up a prospect and when to pursue for example)</i></p> <p><i>Sales & Marketing skills (both on a strategic and tactical level)</i></p> <p><i>Understanding of different business disciplines and their Pains in the customer (IT, finance etc.)</i></p>						
Personality, Fit & Drive	<p><i>Entrepreneurial mindset, Autonomous and Flexible</i></p> <p><i>Used to working under restricted budgets and conditions (or if large corporation used to work under process and structures - the extended teams)</i></p> <p><i>Act with passion and curiosity to accomplish great things</i></p> <p><i>Grow our company by taking own initiatives, leadership and embrace changes</i></p>						
Energy, Values & Culture	<p><i>Being a carrier of the culture, always remaining aware of the company core values and actively working to strengthen them</i></p> <p><i>Care for coworkers by being warm, attentive and respectful</i></p> <p><i>Positive attitude that will add energy to the team. Celebrate colleagues successes and have fun</i></p> <p><i>Will be an enabler for us implementing an effective sales culture with high energy</i></p>						
Practical considerations	<p><i>Salary expectation - full package</i></p> <p><i>First possible start date</i></p> <p><i>Practical or legal considerations to weigh in</i></p>						