Sales Interview Rubric

Student Name_____**University** _____

Interview Factor/Item	Poor	Average	Excellent
Introduction/Wow Statement	The candidate fails to introduce himself/herself, and/or there is no "wow" statement. The transition to rapport building is lacking or awkward. **0 pts.**	The candidate introduces himself/herself but only uses first name, and/or the candidate fails to gain the interviewers interest with a "wow" statement or the "wow" statement is insincere or weak. **1 – 6 pts.**	The candidate introduces himself/herself using full name, explains how he/she learned about the position/how they got there. The candidate has a solid "wow" statement that makes a connection to the company that is unique and relevant. **7 – 10 pts.**
Rapport Building	The candidate fails to demonstrate enthusiasm or interest in the position, and/or fails to build a personal connection with the interviewer. **0 pts.**	The candidate shows interest in the position, but may lack energy and/or has a low level of enthusiasm as demonstrated by eye contact and body language and communication. **1 – 20 pts.**	The candidate is clearly interested in the job. The transition from the introduction is smooth. The candidate demonstrates enthusiasm with good eye contact, appropriate body language and communication. In a virtual interview eye contact can be made by frequently looking into the camera and demonstrating awareness and mastery of the medium. **21 – 40 pts.**
Needs Identification and skills discussion and connection	The candidate fails to ask about the position and company needs, and/or fails to make a connection between needs and his/her skill set. **0 pts.**	The candidate uncovers facts about the company and its needs. He/she makes some connection between those needs and his/her skills, but the connection maybe superficial. The candidate fails to fully answer the interviewer's questions, and/or the answers to questions are short and superficial. **1 – 20 pts.**	Through the course of the interview the candidate uncovers relevant facts about the company and its needs. He/she is able to answer questions fully, and makes good connections between his/her skill set and the needs of the company or demonstrates an ability to learn and grow. **21 – 40 pts.**
Overall Impression	The candidate would not be granted a second interview or considered for the job. **0 pts.**	The candidate would only be considered if all other candidates were unqualified or failed their interviews. **1 – 6 pts.**	The candidate would be given a second interview, and/or an offer from the company would be forthcoming in the immediate future. **7 – 10 pts.**