

# Interview guide template

Time-box every step. Score against the scorecard, not against charm. Record the role-play.

Candidate:

Role:

Date:

Interviewers:

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## 1. Screen · 20-30 minutes

Goal: a deal story with math, or hang up.

Ask:

- Walk the last two quarters: quota, attainment, source mix (self / inbound / overlay).
- Name the Economic Buyer and the paper process on your last closed-won.
- Where did the last three deals die, and at which stage?
- How many held meetings did you personally source last month?
- What did your manager coach you on, and what changed the next week?

Pass if: EB and paper are named, self-source has numbers, attainment has a funnel behind it.

Stop if: the story needs a manager to explain it, or they refuse to talk numbers.

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## 2. Discovery / craft · 45-60 minutes

Goal: judgment against this product, this ICP, this stage.

Prompt: here is our ICP in one paragraph, our ACV, our cycle, our current stage. Open a named account.

Listen for:

- Who they call first, and why
- Where MEDDPICC will be thin on day one
- What they would refuse to demo
- How they would write POV success criteria
- What they would need from an SE, FDE, or BDR, and what they would not outsource

Pass if: they make choices. Fail if: they recite a process.

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### 3. Role-play / case · 45-60 minutes

Record it. Score it on the same must-haves.

AE: 20 minutes of discovery, then close for signed POV criteria.

BDR: hold a meeting with a skeptical champion; get a next step that is Stage-2 shaped.

SE / FDE: scope a two-week POV with exit criteria and a kill condition.

GTM engineer: walk a Monday stack (enrichment, sequence, human send gate, CRM writeback) and name what you would turn off.

Do not rescue them. Notes:

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### 4. Take-home (optional) · 3 hours or less

Use Take-Home-TEMPLATE.md only if the role-play left a real question. Skip it when the recording already decided the seat.

Assigned? (yes / no):

Due:

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### 5. References

Talk to a manager, a peer, and someone they sold with.

Ask:

- Would you hire them again for a \$0-20M motion, not for a late-stage overlay?
- Self-source: what did they actually book?
- Coaching: what happened after feedback?
- Day 60: were they on the activity gates, or were you still hoping?

Confirm / contradict the scorecard:

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### Decision (copy onto the scorecard)

Must-have average:

Hard red flag:

Yes votes:

Hire / hold / no:

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