

FRESH GRADUATE LEAD GENERATION & SALES EVALUATION CHECKLIST

Candidate Name:

Date:

BASIC SALES SKILLS

- Verbal communication:** Speaks clearly and confidently, listens actively, and asks clarifying questions.
- Written communication:** Writes clearly and concisely, and uses proper grammar and punctuation.
- Can provide specific examples of past experiences.
- Shows genuine interest in sales, and asks insightful questions about the role and the company.
- Can suggest ideas for lead generation or sales.

SOFT SKILLS

- Has experience leading or working effectively in teams (e.g., student organisations, sports teams, group projects).
- Has experience interacting with customers (e.g., part-time jobs, volunteer work) and handling challenging situations.
- Has participated in activities that require clear and persuasive communication (e.g., debate team, public speaking, presentations).
- Can explain how those experiences have developed relevant sales skills.

TRANSFERABLE SKILLS FROM HOBBIES/INTERESTS

- Has hobbies or interests that could benefit a sales career (e.g., competitive sports, debate, public speaking, community involvement)
- Can explain how their passions relate to sales.

PASSION & DRIVE

- Shows enthusiasm about the opportunity and the company.
- Shows eagerness to learn and asks questions.
- Is goal-oriented (sets personal or professional goals and can discuss how they plan to achieve them).

BONUS: BEYOND THE BASICS WITH SALES GROWTH MINDSET

- Has a basic understanding of the sales process (prospecting, qualifying, presenting, closing).
- Can explain different types of sales (e.g., inbound, outbound).
- Shows interest in learning about CRM software.
- Asks insightful questions about the company's sales strategies and challenges.
- Shows an awareness of industry trends and best practices.

ADDITIONAL NOTES