

# Chief Revenue Officer

## Interview Questions

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- Can you provide an example of where you've had to deal with ambiguity? How did you provide clarity and direction for your organization and team?
- Can you provide an example of when you've built a GTM strategy from scratch?
- How do you drive the right behaviors through compensation plans?
- How do you structure a sales team in this market? Take us through examples of when you've had to design an organizational structure?
- What kinds of levers have you put in place to drive revenue from X to Y?
- What do you do for non-performing team members?
- What is your viewpoint on how to align sales and marketing?
- Have you led a sales enablement function?
- What key metrics do you look at to make sure you have enough funnel to hit your revenue targets?
- What experience do you have reporting to external parties such as investors, board members?