

Chief Revenue Officer

Interview Questions

- Can you provide an example of where you've dealt 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 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 ensure you have enough funnel to hit your revenue targets?
- What experience do you have reporting to external parties such as investors and board members?

Recommended Questions From Experienced CROs

"How do you think about revenue?"

Look for a response that shows the candidate thinks of revenue not just in terms of dollars or business value but as an output metric measuring the value provided to the customer.

"What are some revenue models or customer segments we should be exploring?"

Look for a response that shows the candidate is thinking strategically about the company's growth or can bring in expertise with a specific customer cohort that may be advantageous to the business.

"What is your process for moving new initiatives through the organization?"

Look for a response that shows a process and pattern for how they establish leadership alignment and consistency of execution.

"What input metrics do you use to measure the effectiveness of your sales team?"

Look for a response that outlines the candidate's approach to team and culture-building within the sales organization. They should be able to demonstrate proven results (either in revenue growth or productivity) from their approach.

"When do you decide to place bets vs. stick to tried-and-true strategies?"

Look for a response that shows methodical testing and a scaling approach. The candidate should be able to provide one or two examples of a significant initiative they spearheaded and how/why they chose to take that calculated risk.

"How do you optimize the roles and responsibilities of Sales and Customer Success to serve your customers best?"

Look for CRO candidates that have been part of a sales/success playbook, not just someone that can "run around and close deals."