Candidate Name: _____
Role Interviewed: _____
Interviewer: _____
Date: _____

Dimensions

• Channel Strategy — Score (1–5): ____

  1-2: No coherent channel plan; cannot articulate target segments or partner roles. 3: Understands target segments and can describe partner coverage for assigned region. 4: Creates territory and partner tiering with measurable targets aligned to business goals. 5: Designs a scalable channel model with differentiated programs and long-term KPIs that influence leadership investment.

• Partner Recruitment & Onboarding — Score (1–5): ____

  1-2: Fails to identify or recruit suitable partners; onboarding is ad hoc and slow. 3: Sources relevant partners and completes standard onboarding within expected timelines. 4: Proactively recruits high-fit partners and runs structured onboarding to shorten ramp. 5: Builds a repeatable recruitment funnel and automated onboarding that materially reduces time-to-first-sale.

• Partner Enablement & Training — Score (1–5): ____

  1-2: Provides little or no enablement; partners cannot sell or demo effectively. 3: Delivers product and sales training enabling partners to pursue deals with support. 4: Develops role-based playbooks, certifications, and regular enablement cadence. 5: Scales enablement with metrics that increase partner-led opportunity creation and conversion.

• Sales Performance & Pipeline Management — Score (1–5): ____

  1-2: Lacks pipeline visibility and consistently misses partner-sourced targets. 3: Maintains partner pipeline, tracks key deals, and meets quota intermittently. 4: Consistently meets or exceeds targets and accelerates partner-sourced deals. 5: Delivers predictable partner revenue growth and expands partner-sourced pipeline systematically.

• Relationship Management & Influence — Score (1–5): ____

  1-2: Weak partner relationships; reactive and unable to resolve escalations. 3: Maintains productive partner relationships and resolves routine issues. 4: Acts as trusted advisor, resolves escalations, and influences partner strategy. 5: Builds executive-level alliances and co-creates joint business plans that drive mutual growth.

1-2: Poor internal coordination; missed handoffs and unclear communications to teams. 3: Coordinates with marketing, product, and ops to support partner needs and deals. 4: Proactively aligns cross-functional teams to remove partner friction and enable launches. 5: Leads multi-team initiatives that scale channel operations and accelerate partner revenue.

• Forecasting & Reporting — Score (1–5): _____

1-2: Forecasts are inaccurate or missing and cannot explain variances. 3: Provides regular reports and explains the main drivers behind partner performance. 4: Produces accurate forecasts, identifies risks, and recommends actions to protect targets. 5: Builds predictive models and dashboards that inform leadership decisions and resource allocation.

Overall Evaluation

Strengths Observed:

Concerns / Weaknesses:

Recommendation (Yes / No / With Reservations):

Final Score (Avg / Weighted):