Candidate Name: _____

Role Interviewed: _____

Interviewer: _____

Date: _____

Dimensions

• Enterprise Sales Strategy — Score (1–5): _____

   1-2: Cannot articulate an account strategy or relies on ad-hoc outreach without prioritization. 3: Creates clear account plans with target use cases and next steps for key accounts. 4: Designs multi-quarter strategies that map product value to buyer initiatives and ROI. 5: Defines account expansion motion, influences company strategy, and mentors others on strategic plays.

• Deal Execution & Closing — Score (1–5): _____

   1-2: Fails to drive deals to close; stalls at pricing or commercial terms without alternatives. 3: Manages deal process end-to-end and closes predictable transactions using standard tactics. 4: Anticipates barriers, creates alternative deal structures, and accelerates decision cycles. 5: Closes large, complex deals repeatedly, creates precedent-setting structures, and shortens sales cycle consistently.

• Account Development & Prospecting — Score (1–5): _____

   1-2: Relies solely on inbound leads or existing opportunities and rarely generates new pipeline. 3: Builds pipeline through targeted outreach and leverages referral paths. 4: Creates repeatable sourcing motions and opens new senior-level relationships proactively. 5: Originates large, strategic opportunities and builds long-term sourcing playbooks copied by peers.

• Stakeholder Management & Executive Communication — Score (1–5): _____

   1-2: Cannot identify or engage key stakeholders; communication is unclear or misaligned. 3: Engages appropriate stakeholders and communicates value clearly to mid-level buyers. 4: Builds trust with executives, tailors messaging to business outcomes, and secures executive sponsorship. 5: Shapes executive agendas, influences procurement and legal outcomes, and becomes a trusted advisor at C-level.

1-2: Cannot qualify opportunities; pipeline inflated with low-quality deals and poor next steps. 3: Uses qualification frameworks, updates CRM regularly, and prioritizes deals by likelihood. 4: Consistently advances qualified opportunities and eliminates low-probability deals early. 5: Predicts deal outcomes accurately, mentors team on qualification, and optimizes pipeline health metrics.

• Product & Industry Expertise — Score (1–5): _____

1-2: Shows weak product knowledge and cannot relate product to customer problems. 3: Explains product capabilities and maps features to common customer pain points. 4: Links product value to customer ROI and differentiates versus competitors effectively. 5: Anticipates market shifts, advises product roadmap needs, and uses industry insights to open opportunities.

• Forecasting & Cross-functional Collaboration — Score (1–5): _____

1-2: Misses forecast targets and struggles to coordinate with CS, legal, or product teams. 3: Provides reliable forecasts and collaborates with internal teams to close deals. 4: Proactively aligns cross-functional resources to remove blockers and improves forecast accuracy. 5: Drives cross-team initiatives that improve company-wide forecasting and deal velocity.

Overall Evaluation

Strengths Observed:

Concerns / Weaknesses:

Recommendation (Yes / No / With Reservations):

Final Score (Avg / Weighted):