**Frontend Developer Interview Scorecard**

Candidate Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Role Interviewed For: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Interviewer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Revenue & Closing | 1-2: Misses quota regularly and cannot advance or convert large opportunities.
3: Consistently meets quota and closes standard enterprise deals with expected terms.
4: Frequently exceeds quota and closes complex, high-value deals with favorable terms.
5: Consistently outperforms targets by winning transformational, multi-year agreements and expanding ARR. |  |
| Pipeline & Sales Process | 1-2: No repeatable process; pipeline is shallow or inaccurate.
3: Maintains a healthy pipeline and follows company sales stages.
4: Builds scalable processes, stages, and qualification that increase win rates.
5: Creates predictable, scalable pipeline growth and continuously optimizes funnel metrics. |  |
| Account Strategy & Expansion | 1-2: Lacks account plans and is reactive to customer requests.
3: Develops account plans and identifies logical expansion paths.
4: Maps executive sponsors and drives value-based land-and-expand strategies.
5: Orchestrates long-term account playbooks that deliver significant upsell and retention gains. |  |
| Stakeholder Management | 1-2: Fails to build or maintain senior relationships and loses to internal politics.
3: Maintains trusted relationships with key stakeholders across customer organizations.
4: Influences C-suite, aligns technical and business sponsors, and mitigates risk.
5: Shapes executive vision, secures multi-level buy-in, and becomes a strategic advisor to customers. |  |
| Negotiation & Contracting | 1-2: Accepts unfavorable terms or stalls during contracting.
3: Negotiates standard commercial terms and resolves routine objections.
4: Navigates complex legal and procurement demands to protect margin.
5: Drives creative commercial structures that maximize revenue and minimize risk. |  |
| Team Leadership & Coaching | 1-2: Provides little coaching; team misses targets and lacks development.
3: Coaches reps regularly and helps team meet goals.
4: Develops talent, improves team win rates, and hires effectively.
5: Builds high-performing teams, mentors leaders, and scales sales org capabilities. |  |
| Cross-functional Collaboration | 1-2: Does not engage product, marketing, or legal and causes delays.
3: Coordinates with cross-functional partners to close deals when needed.
4: Proactively aligns product, marketing, and legal to accelerate enterprise sales.
5: Drives cross-functional initiatives that create new offerings and shorten sales cycles. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

**Recommendation (Yes / No / With Reservations):**

**Final Score (Avg / Weighted):**