Candidate Name: _____

Role Interviewed: _____

Interviewer: _____

Date: _____

Dimensions

• **Revenue & Closing — Score (1–5):** _____

  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 — Score (1–5):** _____

  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 — Score (1–5):** _____

  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 — Score (1–5):** _____

  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 — Score (1–5):** _____

  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.

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 — Score (1–5): _____

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):