**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Revenue Strategy & Growth | 1-2: No coherent go-to-market plan and unclear revenue priorities.
3: Defines target segments and a repeatable plan that meets revenue targets.
4: Identifies new segments/channels and consistently exceeds growth targets.
5: Sets multi-quarter revenue strategy driving sustained company-level growth. |  |
| Sales Leadership & Team Development | 1-2: Poor hiring and coaching leading to turnover or underperformance.
3: Hires, coaches, and manages team performance with predictable results.
4: Builds high-performing teams with strong retention and promotion rates.
5: Develops leaders and scalable training that consistently raises team quota attainment. |  |
| Pipeline & Forecast Accuracy | 1-2: Forecasts are frequently inaccurate and pipeline has structural gaps.
3: Maintains sufficient pipeline and produces reasonably accurate forecasts.
4: Delivers consistently accurate forecasts and predictable coverage ratios.
5: Implements predictive indicators and minimizes forecast variance across quarters. |  |
| Sales Process & Operations | 1-2: No repeatable sales process; deals handled ad hoc.
3: Has documented playbooks and enforces core sales stages and activities.
4: Optimizes process to shorten cycle and improve conversion rates.
5: Scales and automates processes across regions improving efficiency measurably. |  |
| Customer & Key Accounts Management | 1-2: Neglects strategic accounts and fails to prevent churn.
3: Maintains strong relationships and achieves standard renewal rates.
4: Drives expansion and secures high-value renewals consistently.
5: Creates strategic partnerships that increase net revenue retention and references. |  |
| Cross-functional Collaboration & Influence | 1-2: Operates in a silo and fails to align with product/marketing/CS.
3: Collaborates effectively with stakeholders to support GTM execution.
4: Aligns cross-functional initiatives that improve win rates and onboarding.
5: Shapes product and pricing decisions through strong executive influence. |  |
| Data-driven Decision Making & Metrics | 1-2: Makes decisions by intuition with little use of metrics or CRM data.
3: Uses CRM and core KPIs to inform territory plans and coaching.
4: Leverages analytics to optimize funnel and improve key metrics.
5: Builds advanced analytics and testing to drive continuous, measurable improvement. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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