**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Prospecting & List Building | 1-2: Produces unfocused lists with many irrelevant contacts and unverified emails.
3: Builds lists using ICP filters and common sources with a reasonable hit rate.
4: Consistently sources high-fit contacts, verifies data, and prioritizes accounts.
5: Expands channels to find niche decision-makers and increases contact quality. |  |
| Outreach Messaging & Personalization | 1-2: Sends generic templates with no personalization and poor CTAs.
3: Uses basic personalization (company/role) and clear next steps.
4: Crafts messages tied to prospect pain points and measurable outcomes.
5: Designs multi-channel, dynamically personalized sequences that drive replies. |  |
| Qualification & Discovery | 1-2: Asks few or irrelevant questions and cannot determine fit.
3: Covers core qualification criteria (budget, authority, need, timeline).
4: Uncovers root causes, quantifies impact, and identifies next steps.
5: Detects hidden stakeholders and shapes qualification to accelerate deals. |  |
| Communication & Active Listening | 1-2: Talks over prospects, misses cues, and focuses on features.
3: Asks follow-ups, summarizes needs, and communicates clearly.
4: Handles objections calmly, tailors language, and builds rapport.
5: Guides conversations, reframes problems, and influences decisions. |  |
| CRM Usage & Pipeline Management | 1-2: Fails to log activities, leaves missing data, and mis-stages opportunities.
3: Records activities and updates pipeline accurately and timely.
4: Uses CRM to prioritize outreach, set reminders, and manage follow-ups.
5: Creates useful tags/flows and improves team tracking or reporting. |  |
| Coachability & Learning Agility | 1-2: Resists feedback and repeats the same ineffective behaviors.
3: Accepts feedback and applies coaching in subsequent interactions.
4: Seeks feedback proactively and experiments to improve metrics.
5: Mentors peers, documents best practices, and drives team learning. |  |
| Time Management & Resilience | 1-2: Misses activity targets, has inconsistent follow-up, and drops leads.
3: Meets activity and follow-up targets reliably under normal conditions.
4: Maintains high outreach volume and quality despite rejection.
5: Optimizes workflow to sustain high conversion through cycles. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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