

Candidate Name: _____
Role Interviewed: _____
Interviewer: _____
Date: _____

Dimensions

- **Prospecting & Lead Generation — Score (1–5): _____**

1-2: Fails to research accounts or produce target lists; low outreach volume. 3: Builds reasonable lists and consistently completes required outreach activities. 4: Proactively identifies high-potential accounts and increases conversion rates. 5: Creates repeatable sourcing strategies that materially improve pipeline quality.

- **Cold Outreach & Messaging — Score (1–5): _____**

1-2: Sends generic, irrelevant messages and gets low response rates. 3: Uses tailored subject lines and value points for appropriate segments. 4: Crafts concise, personalized sequences that drive above-average replies. 5: Designs and iterates outreach that measurably increases response and meeting rates.

- **Qualification & Discovery — Score (1–5): _____**

1-2: Fails to uncover basic pain points or decision-makers during calls. 3: Asks logical questions to determine fit and next steps for standard opportunities. 4: Uncovers clear business impact, budgets, and timelines to advance opportunities. 5: Leads discovery that reveals strategic needs and accelerates pipeline progression.

- **Objection Handling & Resilience — Score (1–5): _____**

1-2: Pivots away from objections or becomes discouraged after rejection. 3: Addresses common objections with prepared responses and continues outreach. 4: Effectively reframes objections, recovers conversations, and re-engages prospects. 5: Anticipates objections, coaches peers, and consistently converts resistant prospects.

- **CRM & Process Adherence — Score (1–5): _____**

1-2: Neglects CRM updates and misses process checkpoints. 3: Maintains accurate records and follows standard sales processes. 4: Uses CRM for pipeline management and improves forecast accuracy. 5: Optimizes workflows, drives CRM best practices, and reduces data errors.

1-2: Communications are unclear and fails to coordinate with sales teammates. 3: Communicates clearly with peers and hands off qualified leads appropriately. 4: Proactively syncs with AEs and marketing to improve handoffs and messaging. 5: Drives cross-team alignment and contributes to shared outreach strategies.

• **Coachability & Learning — Score (1–5): _____**

1-2: Resists feedback and shows little improvement over time. 3: Accepts feedback and applies coaching to improve skills. 4: Quickly implements coaching, experiments, and shows measurable gains. 5: Acts as an informal mentor, documents learnings, and elevates team performance.

Overall Evaluation

Strengths Observed:

Concerns / Weaknesses:

Recommendation (Yes / No / With Reservations):

Final Score (Avg / Weighted):