**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Strategic Account Planning | 1-2: No documented account plan or goals not tied to business outcomes.
3: Creates basic account plans with revenue targets and activity calendar.
4: Develops multi-quarter plans with prioritized initiatives and risk mitigation.
5: Builds account strategy that shifts client roadmap and unlocks new revenue streams. |  |
| Relationship Management | 1-2: Engages sporadically and only with low-level contacts.
3: Maintains regular contact and reliably services primary stakeholders.
4: Builds trusted relationships across multiple decision-makers and influencers.
5: Acts as a strategic advisor to executive sponsors and shapes long-term client direction. |  |
| Sales Execution & Negotiation | 1-2: Misses targets and loses simple negotiation points.
3: Consistently closes renewals and meets quota on standard deals.
4: Wins complex renewals and expansions and handles objections proactively.
5: Negotiates multi-year, high-value deals with favorable commercial terms. |  |
| Product & Industry Knowledge | 1-2: Limited product or industry understanding; cannot map value to client needs.
3: Understands key product capabilities and relevant industry trends.
4: Anticipates client needs using deep industry insight and recommends fit solutions.
5: Influences product roadmap and competitive positioning with account insights. |  |
| Cross-functional Collaboration | 1-2: Works in isolation and rarely engages internal teams to resolve issues.
3: Coordinates with support, delivery, and product to meet commitments.
4: Leads cross-team initiatives to remove blockers and accelerate value delivery.
5: Orchestrates company-wide resources to achieve strategic account outcomes. |  |
| Customer Success & Problem Solving | 1-2: Reactive to issues with repeated escalations and unresolved causes.
3: Resolves customer issues promptly and prevents simple recurrences.
4: Proactively identifies churn risks and implements retention plans.
5: Drives systemic improvements that reduce churn and increase customer lifetime value. |  |
| Communication & Presentation | 1-2: Messages are poorly structured and fail to inform stakeholders.
3: Delivers clear updates and proposals tailored to audience level.
4: Presents persuasive cases that drive stakeholder decisions.
5: Inspires executive action through compelling narrative and data storytelling. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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