**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Sales process design | 1-2: Keeps broken or undocumented processes; cannot explain handoffs.
3: Follows and documents standard processes and fixes routine gaps.
4: Redesigns workflows to remove bottlenecks and measures impact.
5: Defines scalable end-to-end processes and drives organization-wide adoption. |  |
| CRM & systems proficiency | 1-2: Cannot complete basic CRM tasks or frequently breaks configurations.
3: Performs admin tasks, builds reports, and manages data hygiene.
4: Implements automations, integrations, and enforces system standards.
5: Architects system strategy and leads complex cross-system integrations. |  |
| Data analysis & reporting | 1-2: Produces error-prone or superficial reports and misses trends.
3: Delivers accurate standard reports and explains trends clearly.
4: Provides actionable insights, segmentation, and causal analysis.
5: Builds predictive models and shapes sales strategy with analytics. |  |
| Cross-functional collaboration | 1-2: Misses coordination with sales, finance, or marketing and misses commitments.
3: Communicates clearly and meets stakeholder requirements reliably.
4: Proactively resolves conflicts and aligns priorities across teams.
5: Builds partnerships, influences leaders, and secures resources for initiatives. |  |
| Forecasting & pipeline support | 1-2: Generates unreliable forecasts and ignores pipeline hygiene.
3: Maintains clean pipeline and supports regular forecasting cadence.
4: Improves accuracy with root-cause analysis and process adjustments.
5: Owns forecasting methodology and materially increases predictability. |  |
| Change management & delivery | 1-2: Fails to deliver projects on scope or timeline and resists change.
3: Delivers projects on time with basic stakeholder updates.
4: Drives cross-functional projects with clear milestones and adoption plans.
5: Leads large transformations with measured adoption and ROI. |  |
| Coaching & enablement | 1-2: Provides little or no training materials and no follow-up.
3: Creates playbooks and runs regular training for reps.
4: Customizes enablement, measures uptake, and iterates content.
5: Builds scalable enablement programs that increase rep productivity. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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