**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Revenue attainment & closing | 1-2: Misses quota repeatedly; unable to close opportunities presented by the team.
3: Meets quota regularly using predictable sales cycles and follow-through.
4: Exceeds quota consistently through strong deal management and timing.
5: Consistently overachieves quota and influences territory plan to drive incremental revenue. |  |
| Pipeline generation & prospecting | 1-2: Depends entirely on inbound leads; rarely sources new opportunities.
3: Proactively fills funnel with a steady stream of qualified leads.
4: Creates predictable pipeline from multiple channels and scales outreach.
5: Builds high-quality demand streams and mentors others on scalable prospecting. |  |
| Account strategy & expansion | 1-2: Lacks plans for existing accounts; reactive to renewal or upsell opportunities.
3: Develops account plans that identify logical expansion opportunities.
4: Executes multi-quarter land-and-expand plays and secures upsells.
5: Designs scalable expansion strategies that materially grow account lifetime value. |  |
| Relationship & stakeholder management | 1-2: Fails to build trust with key contacts; relationships are transactional or broken.
3: Maintains reliable relationships with primary decision-makers.
4: Builds broad sponsor networks and navigates complex buying groups.
5: Creates executive-level advocacy and influences long-term customer direction. |  |
| Negotiation & commercial acumen | 1-2: Accepts unfavorable terms or gives discounts without rationale; weak commercial judgment.
3: Manages pricing and terms to protect margin while closing deals.
4: Constructs creative commercial proposals and protects company economics.
5: Leads complex negotiations, drives high-margin outcomes, and trains others on deal structure. |  |
| Product & industry knowledge | 1-2: Lacks basic product understanding and cannot articulate customer value.
3: Explains product fit and competitive positioning to buyers accurately.
4: Maps product to customer business outcomes and anticipates objections.
5: Shapes product positioning, provides market insights, and influences roadmap conversations. |  |
| Cross-functional collaboration & CRM discipline | 1-2: Does not update CRM; poor handoffs to customer success or product teams.
3: Maintains CRM hygiene and coordinates necessary handoffs reliably.
4: Drives cross-functional alignment on deal plans and post-sale transitions.
5: Leads cross-team processes to improve win rates and onboarding outcomes. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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