**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Prospecting & Pipeline Generation | 1-2: Rarely generates leads independently; relies on inbound or others to fill pipeline. 3: Consistently reaches activity targets and generates a steady flow of qualified meetings. 4: Creates scalable outreach sequences and discovers new channels that increase meeting volume. 5: Leads strategic outbound programs that materially lift pipeline and mentor others on successful tactics. |  |
| Qualification & Discovery | 1-2: Fails to uncover business needs or qualification criteria; hands off poor fits. 3: Asks relevant questions, identifies pain and decision timeline, and disqualifies when appropriate. 4: Uncovers implicit needs, maps stakeholders, and reliably sets clear next steps. 5: Guides complex buyer conversations to surface latent opportunity and accelerates deal progression. |  |
| Messaging & Objection Handling | 1-2: Uses generic scripts; struggles with basic objections and loses momentum. 3: Delivers clear value propositions and answers common objections effectively. 4: Tailors messaging to buyer role and handles complex objections with relevant proof points. 5: Reframes conversations under pressure, converts skeptics, and creates repeatable objection playbooks. |  |
| Sales Process & CRM Discipline | 1-2: Neglects CRM updates and misses process milestones causing handoff friction. 3: Keeps CRM accurate, follows stage definitions, and prepares clean handoffs to AEs. 4: Optimizes funnel stages, documents insights in CRM, and reduces lead leakage. 5: Implements process improvements that increase conversion and reproducibility across team. |  |
| Collaboration & Stakeholder Management | 1-2: Works in isolation; fails to coordinate with AEs, marketing, or ops. 3: Communicates clearly with AEs and marketing, and aligns on priorities and handoffs. 4: Proactively shares market feedback and coordinates campaigns with cross-functional teams. 5: Drives cross-team initiatives that improve lead quality and acceleration metrics. |  |
| Metrics & Results Orientation | 1-2: Ignores targets and cannot explain performance metrics. 3: Meets activity and meeting KPIs and understands basic conversion metrics. 4: Consistently exceeds targets and optimizes time toward highest-impact activities. 5: Sets stretch goals, analyzes funnel drivers, and delivers measurable uplift against quota. |  |
| Coachability & Continuous Improvement | 1-2: Resistant to feedback and repeats the same errors after coaching. 3: Actively seeks feedback and applies guidance to improve performance. 4: Implements feedback quickly and shares learnings with peers. 5: Proactively pilots improvements, mentors others, and embeds best practices in team. |  |

**Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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