**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Outbound Prospecting | 1-2: Fails to generate targeted leads; low outreach volume or irrelevant lists.
3: Consistently hits activity targets with targeted prospecting and steady meeting flow.
4: Proactively expands and prioritizes lists to increase conversion per outreach.
5: Designs scalable outbound programs and identifies new high-value segments. |  |
| Qualification & Discovery | 1-2: Asks few diagnostic questions and accepts vague fit signals.
3: Covers authority, pain, budget, and timeline to qualify leads clearly.
4: Uncovers implicit needs and maps pain to measurable impact.
5: Leads discovery frameworks that shorten cycles and raise win probability. |  |
| Messaging & Cadence | 1-2: Relies on generic templates with little personalization and inconsistent follow-up.
3: Delivers concise value-led messages and maintains consistent cadences.
4: Crafts tailored messages that resonate with buyer personas and boost replies.
5: Systematically A/B tests and optimizes messaging and cadence to lift engagement. |  |
| Objection Handling & Conversion | 1-2: Avoids pushback or responds defensively and fails to advance opportunities.
3: Acknowledges common objections, provides relevant answers, and secures next steps.
4: Reframes objections into opportunities and accelerates buyer commitment.
5: Creates playbooks and coaches peers on objection patterns to improve conversion. |  |
| CRM & Data Hygiene | 1-2: Inconsistent logging and missing records that impede forecasting.
3: Maintains accurate activity records and contact data per process.
4: Uses CRM to segment, forecast, and prioritize with reliable data.
5: Implements automation and reporting improvements to increase team efficiency. |  |
| Collaboration & Coaching | 1-2: Works in isolation with poor handoffs to AEs or marketing.
3: Communicates clearly with AEs and provides useful handoff context.
4: Partners with marketing and AEs to refine messaging and routing.
5: Leads cross-functional initiatives and mentors peers to raise team performance. |  |
| Metrics-Driven Execution & Time Management | 1-2: Misses activity and outcome targets due to poor prioritization.
3: Plans days to meet activity quotas and tracks conversion metrics.
4: Optimizes time for highest-impact activities and improves personal KPIs.
5: Runs data-backed experiments, scales wins, and consistently exceeds targets. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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