**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Territory Revenue & Quota Achievement | 1-2: Misses quota repeatedly without corrective plan; unclear on revenue drivers.
3: Meets quota consistently with standard effort and predictable processes.
4: Exceeds quota regularly through targeted actions and opportunity focus.
5: Consistently outperforms forecast; creates stretch growth and scales wins across the territory. |  |
| Pipeline Development & Prospecting | 1-2: Rarely generates new leads; relies solely on inbound or referrals.
3: Maintains a healthy pipeline with scheduled prospecting activities.
4: Builds diversified pipeline sources and accelerates lead conversion.
5: Creates repeatable prospecting programs that scale pipeline and shorten sales cycle. |  |
| Account Management & Retention | 1-2: Reactive with churn or frequent service escalations under their watch.
3: Keeps renewals on track and resolves routine service issues.
4: Proactively grows key accounts and reduces churn risk through value delivery.
5: Transforms customers into advocates and creates multi-year expansion opportunities. |  |
| Negotiation & Closing | 1-2: Accepts unfavorable terms or walks away from deals frequently.
3: Closes deals at acceptable margins using standard negotiation tactics.
4: Closes complex deals while protecting margin and company interests.
5: Leads high-value negotiations, creates win-win structures, and shortens close cycles. |  |
| Territory Strategy & Planning | 1-2: No documented territory plan; cannot prioritize accounts or activities.
3: Has a basic territory plan with clear targets and activity cadence.
4: Uses data to prioritize segments and adjusts plan for seasonality or competitive moves.
5: Designs and executes multi-quarter territory expansion strategies with measurable ROI. |  |
| Communication & Cross-functional Collaboration | 1-2: Poor handoffs and few updates; creates friction with ops or support.
3: Communicates clearly with customers and internal teams; reliable handoffs.
4: Aligns stakeholders, drives joint action, and escalates proactively.
5: Influences cross-functional strategy, mentors peers, and removes systemic blockers. |  |
| CRM Discipline & Sales Analytics | 1-2: Sparse or inaccurate CRM records; cannot produce pipeline reports.
3: Maintains accurate CRM entries and uses basic reports for forecasting.
4: Leverages CRM data to refine forecasts and prioritize deals.
5: Uses analytics to identify trends, improve conversion rates, and coach teammates. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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