**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Revenue strategy | 1-2: No coherent revenue plan; reactive to market changes. 3: Defines clear annual revenue targets and basic segmentation. 4: Creates multi-year revenue plan aligning pricing, channels, and product. 5: Anticipates market shifts and launches new revenue streams with measurable impact. |  |
| Sales leadership & execution | 1-2: Fails to set clear targets or hold teams accountable; pipeline weak. 3: Sets quotas, manages pipeline, and achieves consistent quarterly attainment. 4: Optimizes sales motions, improves win rates and shortens cycle time. 5: Transforms sales organization into a repeatable high-performance engine. |  |
| Forecasting & analytics | 1-2: Forecasts unreliable; lacks timely metrics and dashboards. 3: Delivers reasonably accurate forecasts and tracks key revenue metrics. 4: Implements predictive models linking activities to revenue outcomes. 5: Uses scenario-based analytics to guide strategic decisions and risk mitigation. |  |
| Customer success & retention | 1-2: High churn and no renewal/expansion playbook. 3: Manages renewals and escalations and meets retention targets. 4: Implements proactive retention and expansion programs that lower churn. 5: Drives high net revenue retention and systematic account expansion. |  |
| GTM & partnerships | 1-2: No partner or channel strategy; missed opportunities. 3: Establishes channel relationships and joint GTM plans. 4: Scales partner programs that contribute measurable pipeline. 5: Forms strategic alliances that open new markets and revenue lines. |  |
| Cross-functional influence | 1-2: Operates in silos; poor alignment with product, marketing, or finance. 3: Collaborates with peers to align on launches and priorities. 4: Drives cross-functional initiatives that improve conversion or velocity. 5: Aligns the organization to revenue outcomes and influences board-level decisions. |  |
| Talent & organization | 1-2: Poor hiring and retention; leadership bench weak or absent. 3: Builds capable leadership team and develops individual contributors. 4: Creates scalable org design with clear career paths and succession plans. 5: Attracts top executive talent and builds a sustainable high-performing revenue culture. |  |

**Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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