

Candidate Name: _____
Role Interviewed: _____
Interviewer: _____
Date: _____

Dimensions

- Revenue strategy — Score (1–5): _____

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 — Score (1–5): _____

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 — Score (1–5): _____

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 — Score (1–5): _____

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 — Score (1–5): _____

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.

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 — Score (1–5): _____

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):