**Frontend Developer Interview Scorecard**

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

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

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

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

|  |  |  |
| --- | --- | --- |
| **Dimension** | **Guidance** | **Score (1–5)** |
| Enterprise Sales Strategy | 1-2: Cannot articulate an account strategy or relies on ad-hoc outreach without prioritization.
3: Creates clear account plans with target use cases and next steps for key accounts.
4: Designs multi-quarter strategies that map product value to buyer initiatives and ROI.
5: Defines account expansion motion, influences company strategy, and mentors others on strategic plays. |  |
| Deal Execution & Closing | 1-2: Fails to drive deals to close; stalls at pricing or commercial terms without alternatives.
3: Manages deal process end-to-end and closes predictable transactions using standard tactics.
4: Anticipates barriers, creates alternative deal structures, and accelerates decision cycles.
5: Closes large, complex deals repeatedly, creates precedent-setting structures, and shortens sales cycle consistently. |  |
| Account Development & Prospecting | 1-2: Relies solely on inbound leads or existing opportunities and rarely generates new pipeline.
3: Builds pipeline through targeted outreach and leverages referral paths.
4: Creates repeatable sourcing motions and opens new senior-level relationships proactively.
5: Originates large, strategic opportunities and builds long-term sourcing playbooks copied by peers. |  |
| Stakeholder Management & Executive Communication | 1-2: Cannot identify or engage key stakeholders; communication is unclear or misaligned.
3: Engages appropriate stakeholders and communicates value clearly to mid-level buyers.
4: Builds trust with executives, tailors messaging to business outcomes, and secures executive sponsorship.
5: Shapes executive agendas, influences procurement and legal outcomes, and becomes a trusted advisor at C-level. |  |
| Opportunity Qualification & Pipeline Management | 1-2: Cannot qualify opportunities; pipeline inflated with low-quality deals and poor next steps.
3: Uses qualification frameworks, updates CRM regularly, and prioritizes deals by likelihood.
4: Consistently advances qualified opportunities and eliminates low-probability deals early.
5: Predicts deal outcomes accurately, mentors team on qualification, and optimizes pipeline health metrics. |  |
| Product & Industry Expertise | 1-2: Shows weak product knowledge and cannot relate product to customer problems.
3: Explains product capabilities and maps features to common customer pain points.
4: Links product value to customer ROI and differentiates versus competitors effectively.
5: Anticipates market shifts, advises product roadmap needs, and uses industry insights to open opportunities. |  |
| Forecasting & Cross-functional Collaboration | 1-2: Misses forecast targets and struggles to coordinate with CS, legal, or product teams.
3: Provides reliable forecasts and collaborates with internal teams to close deals.
4: Proactively aligns cross-functional resources to remove blockers and improves forecast accuracy.
5: Drives cross-team initiatives that improve company-wide forecasting and deal velocity. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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