

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

Dimensions

- Revenue Strategy & Growth — Score (1–5): _____

1-2: No coherent go-to-market plan and unclear revenue priorities. 3: Defines target segments and a repeatable plan that meets revenue targets. 4: Identifies new segments/channels and consistently exceeds growth targets. 5: Sets multi-quarter revenue strategy driving sustained company-level growth.

- Sales Leadership & Team Development — Score (1–5): _____

1-2: Poor hiring and coaching leading to turnover or underperformance. 3: Hires, coaches, and manages team performance with predictable results. 4: Builds high-performing teams with strong retention and promotion rates. 5: Develops leaders and scalable training that consistently raises team quota attainment.

- Pipeline & Forecast Accuracy — Score (1–5): _____

1-2: Forecasts are frequently inaccurate and pipeline has structural gaps. 3: Maintains sufficient pipeline and produces reasonably accurate forecasts. 4: Delivers consistently accurate forecasts and predictable coverage ratios. 5: Implements predictive indicators and minimizes forecast variance across quarters.

- Sales Process & Operations — Score (1–5): _____

1-2: No repeatable sales process; deals handled ad hoc. 3: Has documented playbooks and enforces core sales stages and activities. 4: Optimizes process to shorten cycle and improve conversion rates. 5: Scales and automates processes across regions improving efficiency measurably.

- Customer & Key Accounts Management — Score (1–5): _____

1-2: Neglects strategic accounts and fails to prevent churn. 3: Maintains strong relationships and achieves standard renewal rates. 4: Drives expansion and secures high-value renewals consistently. 5: Creates strategic partnerships that increase net revenue retention and references.

1-2: Operates in a silo and fails to align with product/marketing/CS. 3: Collaborates effectively with stakeholders to support GTM execution. 4: Aligns cross-functional initiatives that improve win rates and onboarding. 5: Shapes product and pricing decisions through strong executive influence.

• **Data-driven Decision Making & Metrics — Score (1–5): _____**

1-2: Makes decisions by intuition with little use of metrics or CRM data. 3: Uses CRM and core KPIs to inform territory plans and coaching. 4: Leverages analytics to optimize funnel and improve key metrics. 5: Builds advanced analytics and testing to drive continuous, measurable improvement.

Overall Evaluation

Strengths Observed:

Concerns / Weaknesses:

Recommendation (Yes / No / With Reservations):

Final Score (Avg / Weighted):