**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Closing & Pipeline Management | 1-2: Fails to advance opportunities; cannot articulate next steps or timelines. 3: Regularly closes routine deals and follows a clear next-step cadence. 4: Consistently hits close rates above team average and manages follow-ups proactively. 5: Predictably closes complex deals, accelerates stalled opportunities, and improves team close metrics. |  |
| Qualification & Discovery | 1-2: Asks generic questions and fails to identify pain, budget, or decision timeline. 3: Uncovers basic pain points, decision makers, and timeline for typical deals. 4: Identifies root causes, budget authority, and quantifies impact to tailor proposals. 5: Leads discovery that reshapes opportunity strategy and uncovers expansion motion. |  |
| Sales Process & Execution | 1-2: Does not follow sales stages or escalation rules; inconsistent follow-up. 3: Follows core sales process reliably and completes required stages. 4: Maps opportunities to process with accurate forecasting and timely moves. 5: Optimizes process execution, mentors peers on best practices, and reduces slip. |  |
| Objection Handling & Negotiation | 1-2: Avoids pushback or concedes immediately; cannot counter common objections. 3: Handles common objections with prepared responses and trade-offs. 4: Negotiates terms that protect margin while closing deals frequently. 5: Turns objections into opportunities, secures favorable terms, and trains others. |  |
| Communication & Rapport | 1-2: Poor clarity or tone; struggles to build trust with prospects. 3: Communicates clearly, listens actively, and builds basic rapport. 4: Adapts messaging to stakeholder needs and builds strong credibility. 5: Influences senior stakeholders and fosters long-term relationships. |  |
| CRM & Data Discipline | 1-2: Records incomplete or inaccurate CRM data; misses follow-up reminders. 3: Keeps CRM up to date and uses it to manage daily activity. 4: Maintains clean records, uses analytics for prioritization, and forecasts reliably. 5: Drives data quality improvements and leverages CRM to increase team productivity. |  |
| Team Collaboration & Handoffs | 1-2: Fails to coordinate with account managers or support teams; creates friction in handoffs. 3: Provides required context and completes handoffs reliably. 4: Collaborates proactively with cross-functional teams to close deals. 5: Leads cross-team initiatives that reduce churn and speed onboarding. |  |

**Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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