**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Prospecting & Lead Generation | 1-2: Rarely sources new leads and relies entirely on inbound opportunities. 3: Regularly executes assigned outreach sequences and books some discovery calls. 4: Proactively identifies target accounts and generates a steady pipeline of qualified meetings. 5: Creates scalable outbound approaches that open multiple high-value opportunities. |  |
| Qualification & Discovery | 1-2: Fails to ask questions that reveal customer needs or decision criteria. 3: Asks standard discovery questions and captures basic fit information. 4: Uncovers business drivers, budgets, timelines, and key stakeholders. 5: Diagnoses root problems, quantifies impact, and maps solution value to buyer metrics. |  |
| Sales Communication & Presentations | 1-2: Provides unclear or disorganized explanations and demos. 3: Delivers clear, structured pitches or demos aligned to the prospect's needs. 4: Adapts messaging to different stakeholders and keeps engagement high. 5: Persuades diverse audiences with data-driven storytelling and tailored value propositions. |  |
| Objection Handling & Negotiation | 1-2: Avoids or concedes to objections without probing their basis. 3: Responds to common objections with prepared answers and next steps. 4: Reframes concerns, mitigates risk, and negotiates acceptable terms. 5: Anticipates resistance, neutralizes objections, and secures favorable concessions. |  |
| Pipeline Management & CRM Hygiene | 1-2: Fails to update CRM; pipeline data is missing or inaccurate. 3: Keeps CRM updated with current statuses and next actions. 4: Proactively forecasts risk and flags at-risk opportunities. 5: Maintains high-quality data that supports reliable forecasting and handoffs. |  |
| Closing & Deal Execution | 1-2: Rarely advances deals to close and misses obvious opportunities. 3: Closes smaller deals consistently following playbooks. 4: Drives complex deals to close and coordinates necessary stakeholders. 5: Consistently closes high-value deals and shortens the sales cycle. |  |
| Team Collaboration & Responsiveness | 1-2: Slow to respond and rarely leverages team resources or shares information. 3: Communicates status to teammates and escalates issues when needed. 4: Actively shares insights, asks for help, and supports peers. 5: Leads cross-functional coordination and mentors others on effective practices. |  |

**Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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