

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

Dimensions

- **Prospecting & Lead Generation — Score (1–5): _____**
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 — Score (1–5): _____**
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 — Score (1–5): _____**
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 — Score (1–5): _____**
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 — Score (1–5): _____**
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.

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 — Score (1–5): _____**

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):