

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

Dimensions

- **Prospecting & List Building — Score (1–5): _____**
1-2: Produces unfocused lists with many irrelevant contacts and unverified emails. 3: Builds lists using ICP filters and common sources with a reasonable hit rate. 4: Consistently sources high-fit contacts, verifies data, and prioritizes accounts. 5: Expands channels to find niche decision-makers and increases contact quality.
- **Outreach Messaging & Personalization — Score (1–5): _____**
1-2: Sends generic templates with no personalization and poor CTAs. 3: Uses basic personalization (company/role) and clear next steps. 4: Crafts messages tied to prospect pain points and measurable outcomes. 5: Designs multi-channel, dynamically personalized sequences that drive replies.
- **Qualification & Discovery — Score (1–5): _____**
1-2: Asks few or irrelevant questions and cannot determine fit. 3: Covers core qualification criteria (budget, authority, need, timeline). 4: Uncovers root causes, quantifies impact, and identifies next steps. 5: Detects hidden stakeholders and shapes qualification to accelerate deals.
- **Communication & Active Listening — Score (1–5): _____**
1-2: Talks over prospects, misses cues, and focuses on features. 3: Asks follow-ups, summarizes needs, and communicates clearly. 4: Handles objections calmly, tailors language, and builds rapport. 5: Guides conversations, reframes problems, and influences decisions.
- **CRM Usage & Pipeline Management — Score (1–5): _____**
1-2: Fails to log activities, leaves missing data, and mis-stages opportunities. 3: Records activities and updates pipeline accurately and timely. 4: Uses CRM to prioritize outreach, set reminders, and manage follow-ups. 5: Creates useful tags/flows and improves team tracking or reporting.

1-2: Resists feedback and repeats the same ineffective behaviors. 3: Accepts feedback and applies coaching in subsequent interactions. 4: Seeks feedback proactively and experiments to improve metrics. 5: Mentors peers, documents best practices, and drives team learning.

• Time Management & Resilience — Score (1–5): _____

1-2: Misses activity targets, has inconsistent follow-up, and drops leads. 3: Meets activity and follow-up targets reliably under normal conditions. 4: Maintains high outreach volume and quality despite rejection. 5: Optimizes workflow to sustain high conversion through cycles.

Overall Evaluation

Strengths Observed:

Concerns / Weaknesses:

Recommendation (Yes / No / With Reservations):

Final Score (Avg / Weighted):