**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: Fails to research accounts or produce target lists; low outreach volume. 3: Builds reasonable lists and consistently completes required outreach activities. 4: Proactively identifies high-potential accounts and increases conversion rates. 5: Creates repeatable sourcing strategies that materially improve pipeline quality. |  |
| Cold Outreach & Messaging | 1-2: Sends generic, irrelevant messages and gets low response rates. 3: Uses tailored subject lines and value points for appropriate segments. 4: Crafts concise, personalized sequences that drive above-average replies. 5: Designs and iterates outreach that measurably increases response and meeting rates. |  |
| Qualification & Discovery | 1-2: Fails to uncover basic pain points or decision-makers during calls. 3: Asks logical questions to determine fit and next steps for standard opportunities. 4: Uncovers clear business impact, budgets, and timelines to advance opportunities. 5: Leads discovery that reveals strategic needs and accelerates pipeline progression. |  |
| Objection Handling & Resilience | 1-2: Pivots away from objections or becomes discouraged after rejection. 3: Addresses common objections with prepared responses and continues outreach. 4: Effectively reframes objections, recovers conversations, and re-engages prospects. 5: Anticipates objections, coaches peers, and consistently converts resistant prospects. |  |
| CRM & Process Adherence | 1-2: Neglects CRM updates and misses process checkpoints. 3: Maintains accurate records and follows standard sales processes. 4: Uses CRM for pipeline management and improves forecast accuracy. 5: Optimizes workflows, drives CRM best practices, and reduces data errors. |  |
| Communication & Collaboration | 1-2: Communications are unclear and fails to coordinate with sales teammates. 3: Communicates clearly with peers and hands off qualified leads appropriately. 4: Proactively syncs with AEs and marketing to improve handoffs and messaging. 5: Drives cross-team alignment and contributes to shared outreach strategies. |  |
| Coachability & Learning | 1-2: Resists feedback and shows little improvement over time. 3: Accepts feedback and applies coaching to improve skills. 4: Quickly implements coaching, experiments, and shows measurable gains. 5: Acts as an informal mentor, documents learnings, and elevates team performance. |  |

**Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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