**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Sales Strategy & Planning | 1-2: No clear go-to-market plan or relies solely on ad-hoc tactics.
3: Presents a coherent strategy tied to market segments and targets.
4: Builds multi-quarter plans with prioritized initiatives and KPIs.
5: Creates scalable national strategy that shifts market share and informs product or pricing decisions. |  |
| Team Leadership & Coaching | 1-2: Avoids people management responsibilities or has high turnover without corrective action.
3: Hires, sets goals, and conducts regular performance reviews.
4: Develops reps through coaching, career paths, and performance improvement plans.
5: Builds high-performing, scalable sales orgs and develops future leaders with measurable retention and promotion rates. |  |
| Territory & Channel Management | 1-2: Fails to segment accounts or misallocates coverage resources.
3: Defines territories and assigns coverage to meet market potential.
4: Optimizes channel mix and reallocates resources based on performance data.
5: Transforms territory design or channel strategy to capture new markets and improve ROI. |  |
| Pipeline Management & Forecasting | 1-2: Lacks pipeline discipline; forecasts are inaccurate and reactive.
3: Maintains pipeline hygiene and produces reliable forecasts within expected variance.
4: Implements processes to improve conversion rates and forecast precision.
5: Drives forecasting accuracy across the organization and mentors others on predictive indicators. |  |
| Key Account & Major Deals | 1-2: No experience closing or retaining large strategic accounts.
3: Manages major accounts and contributes to closing high-value deals.
4: Leads complex negotiations and coordinates cross-functional support for renewals/expansions.
5: Secures transformational, multi-year partnerships and expands strategic account footprint. |  |
| Cross-functional Collaboration & Influence | 1-2: Operates in silos and fails to secure necessary internal support.
3: Coordinates with marketing, product, and operations to execute deals.
4: Aligns cross-functional teams to remove blockers and accelerate sales outcomes.
5: Shapes product or pricing through influence and drives company-level initiatives that enable sales. |  |
| Commercial & Financial Acumen | 1-2: Does not track margin, CAC, LTV, or cannot connect sales actions to P&L.
3: Understands revenue drivers, margin impact, and basic budgeting.
4: Uses financial metrics to prioritize deals, channels, and investments.
5: Optimizes commercial models, drives pricing strategy, and materially improves profitability. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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