**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Partner Relationship Management | 1-2: Reactive, infrequent contact and unresolved partner issues. 3: Maintains regular contact, addresses partner requests reliably. 4: Anticipates partner needs, proactively delivers value and builds trust. 5: Drives long-term strategic alignment and partner advocacy across stakeholders. |  |
| Revenue & Account Growth | 1-2: Misses targets, limited pipeline or upsell activity. 3: Meets quota, manages renewals and routine upsells. 4: Regularly exceeds targets and expands partner footprint. 5: Consistently sources and closes strategic high-impact deals across partners. |  |
| Joint Business Planning & Strategy | 1-2: No formal joint plans; activities are ad hoc and unfocused. 3: Creates and executes basic 6–12 month joint plans with partners. 4: Develops measurable plans that drive partner commitments and outcomes. 5: Leads multi-partner strategies that influence company go-to-market priorities. |  |
| Negotiation & Contract Management | 1-2: Struggles with basic commercial terms and escalates frequently. 3: Closes standard contracts and manages common terms and risks. 4: Negotiates complex terms while protecting margin and company interests. 5: Structures large strategic agreements balancing risk, scale, and incentives. |  |
| Cross-functional Collaboration & Enablement | 1-2: Works in silo and fails to engage internal teams to support partners. 3: Coordinates with sales, product, and support to resolve partner needs. 4: Orchestrates cross-functional resources to remove blockers and scale outcomes. 5: Designs and drives scalable enablement programs that improve partner performance. |  |
| Communication & Presentation | 1-2: Unclear or disorganized communications and weak partner-facing materials. 3: Delivers clear updates and partner presentations tailored to audience. 4: Crafts persuasive stories and materials that influence partner decisions. 5: Influences executive-level stakeholders and secures strategic commitments. |  |
| Analytics, Forecasting & Performance Measurement | 1-2: Lacks basic pipeline metrics and produces inaccurate forecasts. 3: Maintains reliable pipeline, KPIs, and quarterly forecasts. 4: Uses analytics to optimize investments and prioritization with partners. 5: Builds predictive models and dashboards that inform strategic decisions. |  |

**Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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