**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Sales Performance | 1-2: Repeatedly misses quota and lacks a plan to recover. 3: Consistently meets quota and manages deal execution reliably. 4: Regularly exceeds quota and expands revenue within accounts. 5: Drives substantial, sustainable region-wide revenue growth and creates new revenue streams. |  |
| Territory Strategy & Planning | 1-2: No clear territory segmentation or prioritization. 3: Develops a clear territory plan with account prioritization and targets. 4: Optimizes segmentation and reallocates resources to high-opportunity accounts. 5: Creates a scalable territory strategy that opens new segments and markets. |  |
| Pipeline Development & Forecasting | 1-2: Pipeline is thin or unreliable and forecasts are inaccurate. 3: Maintains a healthy pipeline and provides reasonable forecasts. 4: Anticipates deal risks early and improves conversion rates. 5: Produces consistently accurate forecasts and improves pipeline quality across the region. |  |
| Team Leadership & Coaching | 1-2: Provides little coaching; team underperforms or churns. 3: Regularly coaches reps and produces measurable skill improvement. 4: Raises overall team performance and develops top performers. 5: Builds a high-performing region, scales coaching processes, and consistently promotes talent. |  |
| Cross-functional Collaboration | 1-2: Does not engage operations, marketing, or product when needed. 3: Coordinates with other teams to remove blockers and support deals. 4: Aligns cross-functional resources to accelerate regional priorities. 5: Influences stakeholders to secure resources and drive cross-team initiatives. |  |
| Analytical Decision Making & CRM | 1-2: Ignores data and has poor CRM hygiene. 3: Uses CRM accurately and applies basic analytics to decisions. 4: Leverages analytics to identify opportunities and improve win rates. 5: Builds dashboards and uses data to shift strategy and coach the team. |  |
| Communication & Presentation | 1-2: Communication is unclear and fails to persuade customers or stakeholders. 3: Delivers clear proposals and conducts effective customer conversations. 4: Persuades senior stakeholders and tailors messages to audiences. 5: Influences at the executive level and secures buy-in for strategic deals. |  |

**Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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