

Candidate Name: \_\_\_\_\_  
Role Interviewed: \_\_\_\_\_  
Interviewer: \_\_\_\_\_  
Date: \_\_\_\_\_

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## Dimensions

- **Product & Technical Knowledge — Score (1–5): \_\_\_\_\_**  
1-2: Misstates core capabilities or cannot explain how product works at a basic level. 3: Accurately explains key features and system architecture relevant to common use cases. 4: Connects technical internals to customer needs and explains trade-offs clearly. 5: Deep subject-matter expert who explains nuanced edge cases and influences product decisions.
- **Solution Design & Demo — Score (1–5): \_\_\_\_\_**  
1-2: Delivers unfocused demos or designs that ignore customer constraints. 3: Builds coherent solution proposals and demos that address stated requirements. 4: Creates tailored demos and designs with clear implementation steps and risks. 5: Designs elegant, scalable solutions and demos that anticipate future needs and accelerate decisions.
- **Customer Discovery & Requirements — Score (1–5): \_\_\_\_\_**  
1-2: Asks shallow or irrelevant questions and misses core customer problems. 3: Elicits key requirements and documents constraints and success criteria. 4: Uncovers implicit needs, prioritizes requirements, and surfaces hidden risks. 5: Drives strategic conversations that redefine opportunity scope and uncovers new initiatives.
- **Sales Acumen & Business Impact — Score (1–5): \_\_\_\_\_**  
1-2: Does not articulate business value or ROI and misses decision criteria. 3: Explains how solution addresses business goals and basic ROI. 4: Quantifies impact, aligns solution to buyer priorities, and supports pricing discussions. 5: Shapes deal strategy, identifies upsell/expansion paths, and accelerates deal progression.
- **Communication & Storytelling — Score (1–5): \_\_\_\_\_**  
1-2: Communicates unclearly, uses excessive jargon, or fails to adapt to the audience. 3: Conveys ideas clearly and tailors explanations to technical or business listeners. 4: Structures persuasive narratives that tie customer problems to solution value. 5: Influences executives with concise, compelling stories that drive alignment and decisions.

1-2: Works in isolation and does not coordinate with sales or engineering. 3: Shares information with sales and product teams and follows agreed processes. 4: Proactively coordinates handoffs, clarifies requirements, and escalates issues appropriately. 5: Leads cross-functional efforts, resolves conflicts, and drives alignment across teams.

• **Objection Handling & Closing Support — Score (1–5): \_\_\_\_\_**

1-2: Avoids or fails to address objections and weakens the sales conversation. 3: Responds to common objections with relevant facts and follow-up actions. 4: Reframes objections into opportunities and provides compelling countermeasures. 5: Neutralizes complex objections, coaches sales reps, and helps close high-stakes deals.

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## Overall Evaluation

Strengths Observed:

Concerns / Weaknesses:

Recommendation (Yes / No / With Reservations):

Final Score (Avg / Weighted):