**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Sales process design | 1-2: Keeps broken or undocumented processes; cannot explain handoffs. 3: Follows and documents standard processes and fixes routine gaps. 4: Redesigns workflows to remove bottlenecks and measures impact. 5: Defines scalable end-to-end processes and drives organization-wide adoption. |  |
| CRM & systems proficiency | 1-2: Cannot complete basic CRM tasks or frequently breaks configurations. 3: Performs admin tasks, builds reports, and manages data hygiene. 4: Implements automations, integrations, and enforces system standards. 5: Architects system strategy and leads complex cross-system integrations. |  |
| Data analysis & reporting | 1-2: Produces error-prone or superficial reports and misses trends. 3: Delivers accurate standard reports and explains trends clearly. 4: Provides actionable insights, segmentation, and causal analysis. 5: Builds predictive models and shapes sales strategy with analytics. |  |
| Cross-functional collaboration | 1-2: Misses coordination with sales, finance, or marketing and misses commitments. 3: Communicates clearly and meets stakeholder requirements reliably. 4: Proactively resolves conflicts and aligns priorities across teams. 5: Builds partnerships, influences leaders, and secures resources for initiatives. |  |
| Forecasting & pipeline support | 1-2: Generates unreliable forecasts and ignores pipeline hygiene. 3: Maintains clean pipeline and supports regular forecasting cadence. 4: Improves accuracy with root-cause analysis and process adjustments. 5: Owns forecasting methodology and materially increases predictability. |  |
| Change management & delivery | 1-2: Fails to deliver projects on scope or timeline and resists change. 3: Delivers projects on time with basic stakeholder updates. 4: Drives cross-functional projects with clear milestones and adoption plans. 5: Leads large transformations with measured adoption and ROI. |  |
| Coaching & enablement | 1-2: Provides little or no training materials and no follow-up. 3: Creates playbooks and runs regular training for reps. 4: Customizes enablement, measures uptake, and iterates content. 5: Builds scalable enablement programs that increase rep productivity. |  |

**Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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