Candidate Name: _____

Role Interviewed: _____

Interviewer: _____

Date: _____

Dimensions

• Prospecting & Pipeline Generation — Score (1–5): ____

   1-2: Rarely generates leads independently; relies on inbound or others to fill pipeline. 3: Consistently reaches activity targets and generates a steady flow of qualified meetings. 4: Creates scalable outreach sequences and discovers new channels that increase meeting volume. 5: Leads strategic outbound programs that materially lift pipeline and mentor others on successful tactics.

• Qualification & Discovery — Score (1–5): ____

   1-2: Fails to uncover business needs or qualification criteria; hands off poor fits. 3: Asks relevant questions, identifies pain and decision timeline, and disqualifies when appropriate. 4: Uncovers implicit needs, maps stakeholders, and reliably sets clear next steps. 5: Guides complex buyer conversations to surface latent opportunity and accelerates deal progression.

• Messaging & Objection Handling — Score (1–5): ____

   1-2: Uses generic scripts; struggles with basic objections and loses momentum. 3: Delivers clear value propositions and answers common objections effectively. 4: Tailors messaging to buyer role and handles complex objections with relevant proof points. 5: Reframes conversations under pressure, converts skeptics, and creates repeatable objection playbooks.

• Sales Process & CRM Discipline — Score (1–5): ____

   1-2: Neglects CRM updates and misses process milestones causing handoff friction. 3: Keeps CRM accurate, follows stage definitions, and prepares clean handoffs to AEs. 4: Optimizes funnel stages, documents insights in CRM, and reduces lead leakage. 5: Implements process improvements that increase conversion and reproducibility across team.

• Collaboration & Stakeholder Management — Score (1–5): ____

   1-2: Works in isolation; fails to coordinate with AEs, marketing, or ops. 3: Communicates clearly with AEs and marketing, and aligns on priorities and handoffs. 4: Proactively shares market feedback and coordinates campaigns with cross-functional teams. 5: Drives cross-team initiatives that improve lead quality and acceleration metrics.

1-2: Ignores targets and cannot explain performance metrics. 3: Meets activity and meeting KPIs and understands basic conversion metrics. 4: Consistently exceeds targets and optimizes time toward highest-impact activities. 5: Sets stretch goals, analyzes funnel drivers, and delivers measurable uplift against quota.

• Coachability & Continuous Improvement — Score (1–5): _____

1-2: Resistant to feedback and repeats the same errors after coaching. 3: Actively seeks feedback and applies guidance to improve performance. 4: Implements feedback quickly and shares learnings with peers. 5: Proactively pilots improvements, mentors others, and embeds best practices in team.

Overall Evaluation

Strengths Observed:

Concerns / Weaknesses:

Recommendation (Yes / No / With Reservations):

Final Score (Avg / Weighted):