

Candidate Name: _____
Role Interviewed: _____
Interviewer: _____
Date: _____

Dimensions

- **Outbound Prospecting — Score (1–5): _____**
1-2: Fails to generate targeted leads; low outreach volume or irrelevant lists. 3: Consistently hits activity targets with targeted prospecting and steady meeting flow. 4: Proactively expands and prioritizes lists to increase conversion per outreach. 5: Designs scalable outbound programs and identifies new high-value segments.
- **Qualification & Discovery — Score (1–5): _____**
1-2: Asks few diagnostic questions and accepts vague fit signals. 3: Covers authority, pain, budget, and timeline to qualify leads clearly. 4: Uncovers implicit needs and maps pain to measurable impact. 5: Leads discovery frameworks that shorten cycles and raise win probability.
- **Messaging & Cadence — Score (1–5): _____**
1-2: Relies on generic templates with little personalization and inconsistent follow-up. 3: Delivers concise value-led messages and maintains consistent cadences. 4: Crafts tailored messages that resonate with buyer personas and boost replies. 5: Systematically A/B tests and optimizes messaging and cadence to lift engagement.
- **Objection Handling & Conversion — Score (1–5): _____**
1-2: Avoids pushback or responds defensively and fails to advance opportunities. 3: Acknowledges common objections, provides relevant answers, and secures next steps. 4: Reframes objections into opportunities and accelerates buyer commitment. 5: Creates playbooks and coaches peers on objection patterns to improve conversion.
- **CRM & Data Hygiene — Score (1–5): _____**
1-2: Inconsistent logging and missing records that impede forecasting. 3: Maintains accurate activity records and contact data per process. 4: Uses CRM to segment, forecast, and prioritize with reliable data. 5: Implements automation and reporting improvements to increase team efficiency.

1-2: Works in isolation with poor handoffs to AEs or marketing. 3: Communicates clearly with AEs and provides useful handoff context. 4: Partners with marketing and AEs to refine messaging and routing. 5: Leads cross-functional initiatives and mentors peers to raise team performance.

• **Metrics-Driven Execution & Time Management — Score (1–5): _____**

1-2: Misses activity and outcome targets due to poor prioritization. 3: Plans days to meet activity quotas and tracks conversion metrics. 4: Optimizes time for highest-impact activities and improves personal KPIs. 5: Runs data-backed experiments, scales wins, and consistently exceeds targets.

Overall Evaluation

Strengths Observed:

Concerns / Weaknesses:

Recommendation (Yes / No / With Reservations):

Final Score (Avg / Weighted):