**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Revenue Strategy & Planning | 1-2: No clear revenue targets or plan; cannot explain market segmentation or pricing approach.
3: Defines achievable targets and territory plans tied to market data and customer segments.
4: Creates multi-quarter revenue model with clear segmentation, pricing, and scalable motions.
5: Sets aggressive growth targets, identifies new markets/offerings, and builds repeatable revenue engines. |  |
| Sales Execution & Pipeline Management | 1-2: Pipeline is chaotic with low conversion and no repeatable sales process.
3: Maintains healthy pipeline, consistent close rates, and standard sales stages.
4: Implements process improvements that increase win rates and shorten sales cycles.
5: Delivers system-level execution generating predictable, accelerating revenue. |  |
| Team Leadership & Development | 1-2: Fails to coach reps, with high turnover or unclear role expectations.
3: Provides regular coaching, development plans, and stable team performance.
4: Builds high-performing teams, promotes internal mobility, and reduces attrition.
5: Develops leaders across the organization and creates scalable training and promotion frameworks. |  |
| Forecasting & Metrics | 1-2: Forecasts are unreliable and not tied to leading indicators.
3: Produces consistent forecasts with basic metrics and variance tracking.
4: Uses leading indicators and stage-level analytics to reduce forecast variance.
5: Implements rolling forecasts, predictive analytics, and drives decisions from metrics. |  |
| Go-to-Market & Cross-functional Alignment | 1-2: Operates in silo and has poor alignment with marketing, product, or customer success.
3: Coordinates with other functions on campaigns and product feedback.
4: Leads cross-functional initiatives that drive pipeline and product-market fit.
5: Drives company-wide GTM strategy, aligning comp, product roadmap, and demand generation. |  |
| Hiring & Talent Acquisition | 1-2: Hiring is reactive with poor interview processes and frequent mis-hires.
3: Runs a structured hiring process and hires to plan with reasonable hit rate.
4: Scales recruiting funnel, improves time-to-fill and candidate quality.
5: Builds a predictable talent pipeline and consistently hires top performers at scale. |  |
| Communication & Stakeholder Management | 1-2: Fails to update executives or miscommunicates priorities causing misalignment.
3: Delivers clear updates to leadership and partners and manages expectations.
4: Anticipates stakeholder needs, adjusts messaging, and influences decisions.
5: Acts as a trusted advisor to the executive team and shapes strategic priorities. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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