

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

Dimensions

- **Revenue Strategy & Planning — Score (1–5): _____**
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 — Score (1–5): _____**
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 — Score (1–5): _____**
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 — Score (1–5): _____**
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 — Score (1–5): _____**
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.

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 — Score (1–5): _____**

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):