

FREE TEMPLATE FROM SIMPLI5SALES

Sales Hiring Scorecard Template

The one-page scorecard we use on every sales search. Agree the outcomes before you source, score the same competencies the same way in every interview, and decide on evidence rather than impression.

Use for SDR, AE, Sales Manager and Head of Sales hires

Print one copy per interviewer, or duplicate the tables in your ATS

Prepared by Simpli5Sales | simpli5sales.in

1. Role definition

Fill this in before a single CV is opened. If two hiring managers write different answers here, the search is not ready to start.

Role title	
Reports to	
Territory / segment	
Quota or target	
Ramp expected	
Base : variable split	
Location and travel	

2. Outcomes the hire must deliver

Write outcomes as measurable results, not activities.

Window	Outcome	How it is measured
First 90 days		
180 days		
365 days		

3. Competencies and scores

Score each competency 1 to 5 using the rubric on the next page. Every interviewer scores independently before the panel talks.

Competency	What good looks like	Score	Evidence seen
Prospecting and pipeline creation	Builds their own pipeline, works a target list, sustains outbound activity without being chased.		
Discovery and qualification	Asks about business impact, quantifies the problem, tests budget, authority and timing early.		
Business acumen	Speaks the buyer's language, connects the product to a commercial outcome, reads a P&L; conversation.		
Multi-threading the buying group	Maps and reaches procurement, finance, IT and the economic buyer, not just one champion.		
Negotiation and price defence	Trades instead of discounting, holds value, closes on terms that survive renewal.		
Forecast discipline and CRM hygiene	Calls deals accurately, keeps next steps dated in CRM, no surprises at month end.		
Coachability and learning speed	Takes feedback in the interview itself and applies it in the next answer or task.		
Resilience and drive	Recovers from loss and quiet quarters, evidence of self-set standards over years.		

4. Scoring rubric

Score	Meaning	What the interviewer heard
1	No evidence	Cannot give a specific example; answers stay generic.
2	Weak evidence	One vague example, mostly team credit, no numbers.
3	Meets the bar	Clear personal example with context and result.
4	Strong	Multiple examples, numbers, and reflection on what they changed.
5	Exceptional	Repeatable system they built, taught others, evidence over several cycles.

5. Interview question banks

Pick five or six questions per interview and keep them identical across candidates. Ask for numbers, names and dates.

SDR / BDR

- Walk me through how you built your target list last quarter. How many accounts, and why those?
- What did your week look like, hour by hour, on your best month?
- Read this ICP. Write the first line of an email to the VP Sales, out loud.
- How many meetings did you set last quarter, and how many were accepted by the AE?
- Tell me about a sequence you rewrote. What changed and what did the numbers do?

Account Executive

- Take the last deal you lost. Where exactly did it die, and what would you do differently?
- How do you test budget without asking 'what is your budget'?
- Who signed your last three deals, and how did you reach them?
- Talk me through your current pipeline: value, stage and next dated step.
- A buyer asks for 20% off to sign this month. What do you say?

Sales Manager / Head of Sales

- How did you build your last forecast, and how close was it?
- Describe a rep you turned around, and one you exited. What was different?
- What did your weekly cadence with the team look like?
- How did you decide territory, quota and comp?
- Show me how you would review this deal with a rep. (Use a live deal from our pipeline.)

6. Live skills task

One task, briefed 24 hours ahead, run for 20 minutes. Skill shows up here in a way it never does in an interview answer.

Role	Task	What you are scoring
SDR	Cold call our persona for 5 minutes, then write the follow-up email.	Opening, relevance, resilience to pushback, written clarity.

Role	Task	What you are scoring
AE	Run a 20 minute discovery call on a real use case.	Question quality, quantifying impact, next-step control.
Manager	Review two live deals with the hiring manager acting as the rep.	Coaching, forecast rigour, willingness to challenge.

7. Reference check sheet

Ask for one former manager and, for leadership hires, one former direct report.

What was their number, and did they hit it? Which quarters did they miss?	
Where did they rank against peers on the same quota?	
What did they need from a manager to do their best work?	
What would you not hire them to do?	
Would you hire them again, in what role, and why?	

8. Decision summary

Interviewer	Stage	Avg score	Hire / no hire	Key evidence

Want the search run for you?

Simpli5Sales runs sales recruitment, sales assessments and sales training for B2B teams across India. Every search we run uses a version of this scorecard, plus a live skills task and a pre-hire assessment. Talk to us at simpli5sales.in/contact.