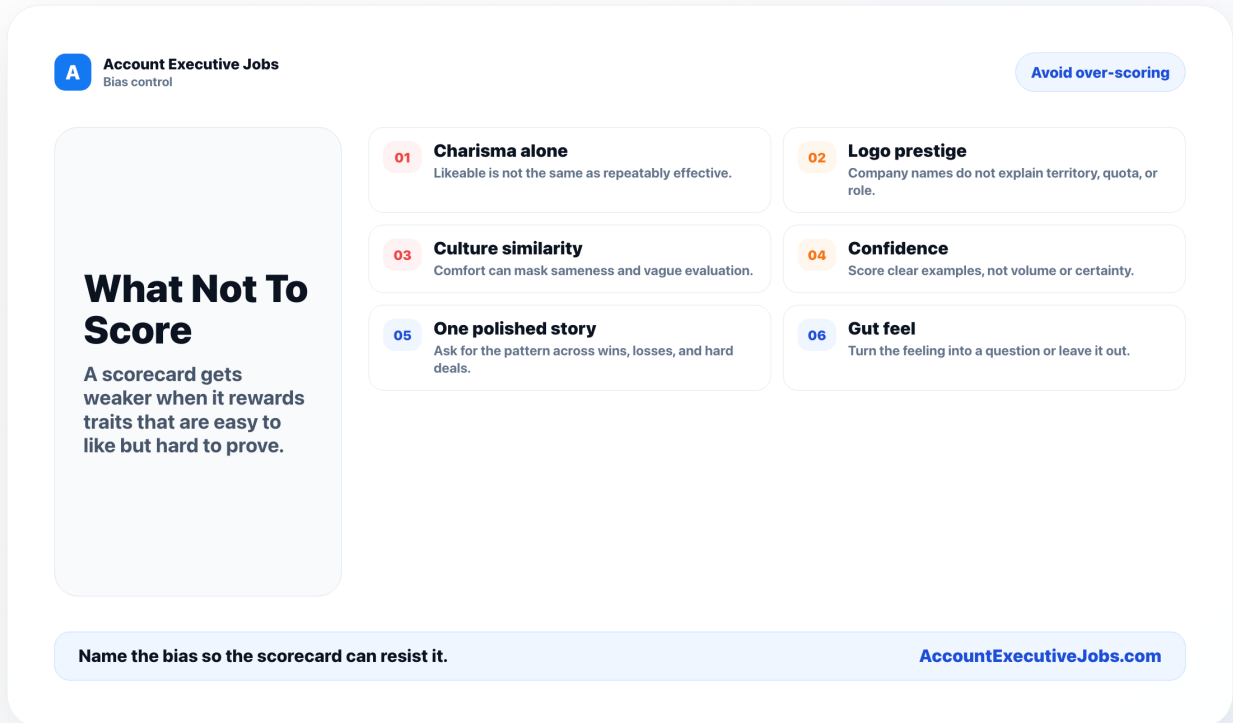


What Not To Score

What not to score in sales hiring including charisma, logo prestige, culture similarity, confidence, one polished story, and gut feel.

<https://accountexecutivejobs.com/blog/hiring-salespeople/sales-hiring-scorecard>



A Account Executive Jobs
Bias control

What Not To Score
A scorecard gets weaker when it rewards traits that are easy to like but hard to prove.

01 Charisma alone
Likeable is not the same as repeatably effective.

02 Logo prestige
Company names do not explain territory, quota, or role.

03 Culture similarity
Comfort can mask sameness and vague evaluation.

04 Confidence
Score clear examples, not volume or certainty.

05 One polished story
Ask for the pattern across wins, losses, and hard deals.

06 Gut feel
Turn the feeling into a question or leave it out.

Avoid over-scoring

Name the bias so the scorecard can resist it.

AccountExecutiveJobs.com

Use this reference

Read the full guide for the context behind this visual. The original illustration and its source belong together when you share it.

Notes