

Sales Hiring Scorecard

A 100-point account executive hiring scorecard with role-fit criteria, evidence notes, a 1 to 5 rubric, and a final decision record.

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

Role definition

Role and segment	Primary buyer
Average deal size	Sales cycle
Annual quota	Base and OTE
Ramp	Pipeline source
Territory	Must-have evidence

Scoring formula

$(\text{Score} / 5) \times \text{Weight} = \text{Weighted score}$

Score independently before the panel discussion. Do not average away a failure in a category the role cannot survive without.

100-point account executive scorecard

Category	Weight	Evidence standard	Score	Weighted
Role and sales motion fit	15	Segment, buyer, ACV, cycle, lead source, and territory	1 2 3 4 5	
Proof of sales results	15	Quota, attainment, rank, ramp, and context	1 2 3 4 5	
Prospecting and pipeline	15	Self-sourced pipeline, prioritization, and conversion	1 2 3 4 5	
Discovery and qualification	15	Pain, impact, process, urgency, and next step	1 2 3 4 5	
Deal strategy and judgment	10	Buying committee, risk, tradeoffs, and forecast discipline	1 2 3 4 5	
Communication and follow-up	10	Conversation, writing, recap, and handoff	1 2 3 4 5	
Coachability	10	Response to feedback and visible adaptation	1 2 3 4 5	
Compensation and territory fit	5	Base, OTE, quota, ramp, travel, and territory	1 2 3 4 5	
Risk notes and references	5	Claims, gaps, and evidence to verify before offer	1 2 3 4 5	
Total				/ 100

Evidence notes

1 to 5 scoring rubric

Level	Item	Notes
☐	1: No useful evidence, serious mismatch, or answer creates more risk	
☐	2: Weak evidence with important gaps	
☐	3: Adequate evidence for the role	
☐	4: Strong, specific evidence with limited risk	
☐	5: Exceptional, verified evidence directly aligned with the role	

Must-have checks

Pass	Item	Notes
☐	Can prove past quota and attainment in context	
☐	Can explain personal ownership of pipeline and deals	
☐	Understands this buyer, motion, cycle, and territory	
☐	Can run discovery without rushing to pitch	
☐	Shows sound judgment in a real deal example	
☐	Writes a clear buyer follow-up	
☐	Improves after direct coaching	
☐	Understands the compensation and quota trade	
☐	Material claims can be checked before offer	

Panel decision record

Candidate	Role
Interviewer	Interview date
Total score	Must-have failure

Strongest evidence

Open risks or reference checks

Recommendation: ☐ Strong yes ☐ Yes ☐ No ☐ Strong no

Final note: the scorecard disciplines judgment. It does not replace the hiring manager's responsibility to decide which gaps are coachable and which are fatal.