



Example Hiring Scorecard for an Account Executive

Mission of the role <i>(one to two short sentences summarising the AEs core purpose)</i>		
Create & close opportunities in an assigned sales territory containing companies with up to 500 to employees		
Outcomes / metrics: <i>(what a top performing AE is accountable for achieving)</i>		
<ul style="list-style-type: none">● Close \$800k in new revenue in the first three quarters of the financial year● Generate at least 40% of their qualified pipeline every quarter		
Competencies (behaviours)	Description (skills that demonstrate the behaviour)	Rating
Track record of sales success in an early stage startup	<ul style="list-style-type: none">● Demonstrable history of success in a direct sales role● Able to structure and negotiate complex deals with multiple stakeholders● Experienced with generating their own pipeline	
Competitive	<ul style="list-style-type: none">● Highly motivated to succeed● Decisive● Acts with urgency	
Integrity	<ul style="list-style-type: none">● Honest, reliable, trustworthy● Professional and ethical	
Collaborative	<ul style="list-style-type: none">● Works transparently and openly shares knowledge and experience● Looks to improve self & colleagues.	
Communication	<ul style="list-style-type: none">● Strong active listener● Compelling presenter & storyteller● Tailors' communication style to the audience.	
Organised and analytical	<ul style="list-style-type: none">● Plans, organises & prioritises time effectively● Accurate forecaster● Uses data effectively	
Resilient	<ul style="list-style-type: none">● Moves forward positively in the face of obstacles● Adaptable to constant change	