

Candidate 01

Sales Development Representative · Remote · Screened July 2026

94

OVERALL · GRADE A · SHORTLISTED

WRITTEN SCREEN

91 · A

Structured written questions, graded to the role bar

RECORDED INTERVIEW

95 · A

One-way video, transcribed, graded question by question

OVERALL FORMULA

0.25 W + 0.75 V

Weights set per role. Computed in code, not by the AI.

REVIEW PANEL · THREE PERSPECTIVES, ONE STANDARD

Sales Manager

80

Objection handling, persistence, pipeline discipline

Persistence evidence is the strongest in the record: a named prospect worked across roughly four weeks and eight mixed-channel touches, re-engaged with a genuinely useful comment rather than another chaser. Objection handling competent but generic at the edge.

Direct Manager

86

Tool fluency, prioritization, ramp speed

Walked through list building, dialing blocks, and CRM sync with real muscle memory. Nailed the priority hierarchy twice, and explained the reasoning instead of reciting an order. One hygiene question went unanswered; flagged for the live interview.

General Manager

82

Ownership, reliability, bottom-line contribution

Confronted with a self-inflicted no-show, owned it straight to the account manager, recovered the slot, and named the process gap. Value framing is business-minded but leaned on placeholder numbers; real figures to be probed live.

Panel consensus 83, advisory. Weighted contributions logged per persona. The panel informs the human interview; it never makes the decision.

TRAIT SCORECARD · WHAT WAS TESTED, WHAT WASN'T

TRAIT	EVIDENCE IN ONE LINE	SCORE
CRM & Sales Tool Fluency	Operator-level walkthrough of lists, dial blocks, and data sync across tools	88
Lead Sourcing & List Building	Disciplined filtering with manual verification; prefers a small vetted list over volume	85
Multi-Channel Persistence	Concrete multi-week, eight-touch story with a specific re-engagement trigger	86
Accountability & Ownership	Owned a missed confirmation directly, diagnosed the gap, no deflection	88
Prioritization Under Pressure	Correct triage hierarchy in both scenarios, reasoned from principle	87
Speed to Lead	Sub-5-minute intent with a notification-driven process; SLA history unverified	80
Objection Handling	Clean acknowledge-then-probe approach; lacks a sharp industry-specific reframe	78
CRM Hygiene & Logging	Not tested: the dedicated question was answered off topic. Re-ask scripted for the live interview.	NOT TESTED

When the engine has no evidence, it says so. A gap is never scored, and never silently filled in.

EVERY GRADE HAS A RECEIPT

Every answer is recorded and transcribed. Panel notes cite the candidate's own words, lightly edited here for anonymity:

"I touched that contact seven or eight times over about a month, mixing calls, emails, and LinkedIn. What finally got a response was a comment I left on a post he shared."

On persistence · cited by Sales Manager

"The inbound leads win every time, no question. Dials I can make up in the afternoon, or stay late to hit the number."

On prioritization · cited by Direct Manager

"Own it straight up, no excuses. I'd message the account manager right away, apologize for costing them the slot, and fix the step I missed."

On accountability · cited by General Manager

COMPLIANCE GATE

PASS

No discriminatory statements, no integrity admissions, no mishandling of confidential information. Role requirements supported by the record. One evidence gap noted for live re-ask; a gap is not a violation.

EXECUTIVE SUMMARY (EXCERPT)

A strong, execution-ready candidate with the panel converging on a positive but qualified view. Standout strength: operator-level tool fluency, described as genuine daily muscle memory rather than feature recall. Prioritization judgment was tested twice and held both times, with reasoning instead of recitation. Accountability held up cleanly under the no-show scenario. Two cautions temper the enthusiasm: the CRM-logging question produced no direct evidence and needs a clean live re-ask, and all volume claims were narrative rather than historical numbers. Well suited to advance to the live human interview, where those two probes should be the focus.

SCRIPTED FOR YOUR LIVE INTERVIEW

CLARIFY LIVE

Redo the CRM question cleanly: after a day of 40 dials, 80 emails, 3 booked calls, and 5 conversations, what exactly gets logged, where, and what does end-of-day look like so nothing slips?

PROBE LIVE

Real numbers from the most recent role: monthly booking target, attainment, personal show rate, and the share that converted into active opportunities.

PROBE LIVE

Highest sustained daily outbound load personally carried over a multi-week stretch, with actual connect and reply rates at that volume.

The decision stayed human. This scorecard ranked the candidate into the short list. A person read it, watched the answers behind it, and made the call. The engine grades and ranks. It never hires, and it never rejects.

WHAT YOU'RE LOOKING AT

This scorecard came from a real screening run on BrunoIQ: a sales role, 80 applicants, every single one interviewed and graded to the same bar, 15 cleared it. This is the deliverable behind every name on a short list: scores with receipts, gaps flagged honestly, and your live interview already half-prepped.