

Take-home template

Optional. Three hours or less. One artifact. If it takes a weekend, you designed it wrong.

Candidate:
Role:
Assigned:
Due (72 hours max from send):
Reviewer:

The brief (paste one)

Pick one. Delete the rest.

Enterprise AE. One target account. One page. Who is the Economic Buyer, what is the paper path, what is the first meeting, what would you need signed before a POV starts, and where does this die?

BDR. One sequence to a named persona (8 touches, 14 days). Subject lines, the ask, the break-up. Then 10 lines on how you would get the meeting to Stage 2.

SE / FDE. A two-week POV outline: success criteria, data needed, buyer time required, kill condition, and what becomes product if it works.

GTM engineer. A one-page operating sketch: tools, the human send gate, the CRM fields you would actually keep clean, and the one report a manager should read on Monday.

Constraints for every brief:

- Use only public information plus what we put in the email.
- Do not build a deck.
- Do not spend more than three hours. Write the time you spent at the top.

Score (same 1-4 bar as the scorecard)

MUST-HAVE	1	2	3	4	NOTES
Judgment (choices, not coverage)					
Specificity (names, numbers, next step)					
Fit to this stage (not the last company's motion)					

Time spent (candidate):

Pass / fail:

Carry into the hire decision? (yes / no):

<https://www.wesbecher.llc/team-buildout/> · andrew@wesbecher.llc · Not legal advice.
Comp figures are plan assumptions.