

Indicate the level to which you agree or disagree with each statement. Total your score.

Disagree

Agree

1. Everyone in my organization understands their role and clearly knows what is expected of them. 1 2 3 4 5 6 7 8 9 10

2. Our target markets are clear, and our sales and marketing efforts are focused on them. 1 2 3 4 5 6 7 8 9 10

3. Our differentiators are clear, and all of our sales and marketing efforts communicate them well. 1 2 3 4 5 6 7 8 9 10

4. Our marketing efforts clearly generate sufficient new business opportunities. 1 2 3 4 5 6 7 8 9 10

5. Our sales team is talented and effective at winning new business. 1 2 3 4 5 6 7 8 9 10

6. Our sales team consistently negotiates good margins and sets appropriate expectations with customers. 1 2 3 4 5 6 7 8 9 10

7. Our sales team understands the value we provide to the marketplace and can clearly convey this to others. 1 2 3 4 5 6 7 8 9 10

8. Our sales team is confident, professional and able to compel new prospects to consider our offers. 1 2 3 4 5 6 7 8 9 10

9. Our compensation plan drives our sales team to perform at an optimal level. 1 2 3 4 5 6 7 8 9 10

10. We have a process in place that regularly measures the effectiveness of our sales and marketing efforts. 1 2 3 4 5 6 7 8 9 10

TOTAL

How satisfied are you with this score?
What do you want to do about this, if anything?

Name

Company

Email

Phone