

The background of the entire page is a dark blue image featuring several hands interacting with glowing blue gears. The gears are of various sizes and are illuminated with a bright blue light, creating a sense of motion and mechanical complexity. The hands are positioned as if they are turning or adjusting the gears, suggesting a process of engineering, optimization, or system management.

REILLY

S A L E S C O N S U L T I N G

SALES ENABLEMENT SERIES

SALES OPERATIONS SCORECARD

Sales Operations Scorecard

Grade each area below based on your current stats, then sum all the subtotals for your total sales operations score. A higher score indicates that you have a greater opportunity to accelerate your sales cycles through improved sales operations efficiency.

		Points
Average time for a rep to generate accurate ordering documents	< 5 minutes - 1 point 5-15 minutes - 2 points 15-30 minutes - 3 points 30-45 minutes - 4 points 45+ minutes - 5 points Unknown - 6 points	
Average time to fully process an order	<0.5 days - 1 point 0.5-1 day - 3 points 1-2 days - 4 points 2+ days - 5 points Unknown - 6 points	
% of submitted orders with errors	< 3% - 1 point 3% - 5% - 2 points 5% - 7% - 3 points 7% - 12% - 4 points 12%+ - 5 points Unknown - 6 points	
% of duplicate accounts in CRM	<5% - 1 point 5% - 10% - 2 points 10% - 15% - 3 points 15- 20% - 4 points 20%+ - 5 points Unknown - 6 points	
% of duplicate contacts in CRM	<5% - 1 point 5% - 10% - 2 points 10% - 15% - 3 points 15- 20% - 4 points 20%+ - 5 points Unknown - 6 points	
Average days to receive concession approval	<0.5 days - 1 point 0.5-1 day - 3 points 1-2 days - 4 points 2+ days - 5 points Unknown - 6 points	

		Points:
# of people involved in average concession approval	1- 1 point 2 - 3 points 3 - 4 points 3+- 5 points Unknown - 6 points	
% of Pipeline older than 2x average sales cycle	<5% - 1 point 5% - 10% - 2 points 10% - 15% - 3 points 15- 20% - 4 points 20%+ - 5 points Unknown - 6 points	
% of non-target accounts appropriately flagged in CRM	100% - 1 point 90% - 10% - 2 points 80% - 15% - 3 points 70% - 4 points <70%+ - 5 points Unknown - 6 points	
% of target accounts appropriately flagged in CRM	100% - 1 point 90% - 10% - 2 points 80% - 15% - 3 points 70% - 4 points <70%+ - 5 points Unknown - 6 points	
% of contacts with phone numbers	100% - 1 point 90% - 10% - 2 points 80% - 15% - 3 points 70% - 4 points <70%+ - 5 points Unknown - 6 points	
% of contacts with email addresses	100% - 1 point 90% - 10% - 2 points 80% - 15% - 3 points 70% - 4 points <70%+ - 5 points Unknown - 6 points	
Last CRM data refresh	< 1 year - 1 point 1 - 2 years - 2 points 2 - 3 years - 3 points 3 - 4 years - 4 points 4+ years - 5 points Unknown - 6 points	

		Points:
Time required for a rep to generate a call list	< 5 minutes - 1 point 5-15 minutes - 2 points 15-30 minutes - 3 points 30-45 minutes - 4 points 45+ minutes - 5 points Unknown - 6 points	
	Subtotal Points:	

Comp plan:

Identify your top three corporate strategic priorities for your sales force and list them below. Some examples are: net new accounts, account retention, cross / up selling, specific verticals, products, and / or solutions.

Next calculate which sales give your reps the greatest payout. The first thing sales reps do when they receive a comp plan is figure out how they can make the most money. List below the top three ways your reps can make money based on their current comp plans.

	Top Corporate Sales Priorities	Top Comp Plan Payouts
1		
2		
3		

# of Items on Both Lists	# of items in the same priority spot on both lists	
3 - 1 Point 2 - 2 Points 1 - 3 Points 0 - 4 Points Unknown - 5 Points	3 - 1 Point 2 - 2 Points 1 - 3 Points 0 - 4 Points Unknown - 5 Points	
Points:	Points:	Subtotal Points:

Total Points:

Grading:

14-25 points:	Your sales operations are running well above average. Look for more sales enablement opportunities in Sales Resources and Skills Development to further empower your sales force.
25-54:	You have a good foundation for your sales operations. Focusing on the areas with the highest point scores will give you the quickest path to increasing your sales volume and revenue.
55-84:	You have a lot of opportunity to increase your sales volume and revenue. A deeper dive into your operations will enable you to prioritize the areas that should be addressed first in order to increase your sales volume and revenue.

This scorecard is a high-level indicator of your greatest opportunities to improve your sales operations. A comprehensive assessment and audit of your current sales systems and operations will enable you to calculate the ROIs for improvement initiatives so that you can prioritize them for improvement.

The Sales Enablement Handbook

Once you have completed this checklist you can [download the Sales Enablement Handbook](#) to begin creating a comprehensive Sales Enablement program.

About Reilly Sales Consulting

Reilly Sales Consulting is the premier Sales Enablement firm. We help you optimize the three core areas of sales enablement: Sales Resources, Sales Operations, and Sales Skills Development.

A comprehensive sales enablement program includes all three of these key areas. If any of them are neglected your pipeline development, sales cycles, and revenue growth will be slowed down.

Contact us today to see how we can help your organization to sell more, faster.