REILLY
SALES CONSULTING

SALES ENABLEMENT SERIES

SALES OPS
SCORECARD

V 2.0

SALES OPS 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 tme for a rep tp 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	

		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	
# 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	
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 (SALES OPS + COMP PLAN):

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.

WHAT'S NEXT?

If you found this toolkit valuable, here are three ways to go further:

1. Book a Strategy Call:

Let's map these frameworks directly to your current challenge.
[Book Your Call Here](#)

2. Download Another Toolkit:

Explore toolkits for sales, leadership, persuasion, and negotiation.
🌐 [See our Tool Kit Library HERE](#)

3. Subscribe to the Drip Series:

Get deeper behavioural strategies, templates, and case studies, delivered in 5-minute reads.
👉 The opt-in is at the bottom of [THIS PAGE](#)

Questions? Feedback?

Reach out directly: Tom Reilly

📧 tom@reillysalesconsulting.com

🌐 [reillysalesconsulting.com](#) | [limbinic.com](#)

Reilly Sales Consulting (RSC)
"Where closing psychology meets bulletproof sales systems."

Reilly Sales Consulting helps B2B sales teams close faster, with less friction, and greater predictability.

We install frameworks rooted in behavioural science that unlock complex buying groups, surface hidden objections early, and engineer decision-making confidence, without the pressure tactics that buyers resist.

Whether you're scaling SaaS, professional services, industrial manufacturing, or founder-led growth, RSC gives your team the psychology-driven edge to win faster, bigger, and more often.

Limbinic Consulting
"The Science of Influence for High-Stakes Professionals."

Limbinic empowers leaders in law, consulting, financial services, and other high-stakes industries to master the art and science of influence.

Our frameworks combine cognitive science, courtroom persuasion tactics, and elite-level strategic communication to help you shape outcomes where stakes, and scrutiny, are highest.

From closing multi-million-dollar contracts to winning high-risk negotiations, Limbinic gives you the tools to influence like a superpower.