

Sales Engine Health Report				
Broken / Non Existent	Needs considerable work	Just a couple of tweaks	Running Smoothly	N/A (not applicable)
1	2	3	4	4
Recruitment				2.3
Job Descriptions	Does the summary provide a compelling overview of the role and the company? (Should pique interest and give a quick understanding of the opportunity.)			Clear & Understood
	Provides clear communication of the hours, work units, impact and outcomes expected of the role?			Defines Work Units
	Provides a structured approach to defining the skills, knowledge, and behaviors required for a successful sales role?			Required skills and qualifications
	Does the description clearly state who the role reports to and what the team structure looks like? Is work location explicit? (Provides context for the position within the organization.)			Reporting structure
	Is the compensation structure clearly outlined?			Compensation
	Average			2.6
Hiring	Interview questions are defined by interviewer role			Competency based checklist / questions?
	What thought exercise will be given to the candidate - how will it be assessed			Real World Exercise
	Hiring authority is defined by stages of interview			Sign Off levels in place
	Average			2.0
Management				2.3
Performance Standards	To establish performance, behavioral and other standards expected as an employee. details activity standards. Activity is measured and reported			Activity standards
	Performance Plans for each role as the base for a periodic review process. This is the document by which each individual in the sales organization will be appraised.			Formal Review Cycle in place
	Plans contain objective assessment against defined requirements for the period.			KBOs, KPIs that are measurable
	Plans contain appraisal of competency execution level			Assessment of skills growth
	Average			2.0
Compensation	Compensation is tied to company's fiscal success. Secure enough to deliver profitable results			P&L connect
	Motivating enough for individuals to strive for over attainment			Realistic
	Flexibility for periodic SPHF campaigns			SPHF
	Attainment bell curve has been considered			Quota attainment review
	Average			2.5
Playbook				1.9
Market	Mission, Value & Beliefs for context and purpose. Where sales fits in. Aligned to buyer journey.			Values
	Market place detail, target customer - demographics, pain points, buying journey. What process will the customer go through to buy your product?			ICP
	Prospects and customers are categorized by size, product, geography etc to recognize nuances in account management and business development activities and messaging.			Customer Segmentation
	Average			1.7
Sales Model	Clear definition of customer ownership. Definition of partner value, if applicable.			Direct / Indirect / Hybrid
	Account Management, Customer Success, Self Service. Understood and articulated?			Relationship / Transactional model
	Resources are tied to deal type, size and scope.			Roles & workflow in place
	Sales territories are defined			Territory Management
	Average			2.8
Process flow	CRM and other sales tech stack applications are in place and contribute positively to the sales process			Tools & Technology
	Sales process flow and tools are tied to sales stage discipline			Reporting
	Average			1.5
Bidding / Pricing Policy	Authority levels in place and understood. Special pricing request process in place? Link is in place to compensation.			Discount process / policy
	Discretionary closing tools and offers are documented and communicated formally.			Closing tools
	Average			2.0
Intelligence	Discovery route maps, meeting preparation tools and discipline, call planning, resource planning described and supported in the playbook.			Value proposition
	Scripts and templates rare fresh and accessible. Adherence is monitored and managed.			Scripts and Templates
	Presentations and demonstrations are taught and assessed before being customer ready			Customer Interaction
	Access to product and service information, features and benefits. Easily accessible with route map to SMEs.			Product Expertise
	Competitive / objections tool / matrix			Library maintenance
	Coaching and training is a structured part of the sales curriculum. Skills development is regarded as a benefit to the individual and the company.			Education
	Average			2.0
Deal Process	Deal methodology is in place (MEDDIC, BANT, SCOTSMAN etc.)			Deal Management
	Unambiguous stage definition			Defined Sales Stages
	Strict definition of stage and requirements to move to next level			Stage change protocol
	Is forecast tied to data?			Forecast process
	Closing tools available by sign off level. Request process.			Closing Tools
	Library maintenance?			Competitive / objections tool / matrix
	Deal escalation process is in place and adhered to.			Deal flow
	Average			1.9
Metrics	Measuring the right things?			Measurable
	S.M.A.R.T			Review Process
	Evidence of fit for mission			Aligned to Objectives
	Meeting Discipline reviews key data and seeks to remove blockers			Meeting cadence
	Average			2.0