

# Sales Growth Scorecard

**Quickly assess your sales foundation and see where you stand.**

Rate your business across the 5 categories below. Check the option that best describes your current state.

Point	WHO DRIVES SALES TODAY?	✓	Point	SALES PROCESS & CONSISTENCY	✓	Point	FORECASTING & REVENUE VISIBILITY	✓
1	Solely the founder.	<input type="checkbox"/>	1	No process, every deal looks different.	<input type="checkbox"/>	1	Gut feel only.	<input type="checkbox"/>
2	Founder + occasional help.	<input type="checkbox"/>	2	Some structure, but not documented.	<input type="checkbox"/>	2	Basic spreadsheet tracking.	<input type="checkbox"/>
3	Small sales team (1–3 reps), inconsistent performance.	<input type="checkbox"/>	3	Documented but not consistently used.	<input type="checkbox"/>	3	CRM pipeline used, accuracy hit-or-miss.	<input type="checkbox"/>
4	Dedicated sales team with manager, process followed.	<input type="checkbox"/>	4	Defined and followed most of the time.	<input type="checkbox"/>	4	Regular pipeline reviews, 70–80% accuracy.	<input type="checkbox"/>
5	Sales is a scalable function with accountability + coaching culture.	<input type="checkbox"/>	5	Clear, repeatable process embedded in CRM and culture.	<input type="checkbox"/>	5	Data-driven forecasts, >90% accuracy, predictable revenue.	<input type="checkbox"/>

Point	TEAM SKILLS & COACHING	✓	Point	SALES LEADERSHIP & ACCOUNTABILITY	✓
1	No formal coaching or training.	<input type="checkbox"/>	1	No sales leader; founder makes all decisions.	<input type="checkbox"/>
2	The founder occasionally trains the team.	<input type="checkbox"/>	2	A sales leader exists but is not trained.	<input type="checkbox"/>
3	Team has some training, but ad-hoc.	<input type="checkbox"/>	3	Some leadership routines, not consistent.	<input type="checkbox"/>
4	Regular coaching sessions, skill gaps tracked.	<input type="checkbox"/>	4	Sales leader manages with KPIs, holds team accountable.	<input type="checkbox"/>
5	Structured coaching program, reps improve quarter over quarter.	<input type="checkbox"/>	5	Leadership drives culture, coaching, and performance improvement.	<input type="checkbox"/>

## SCORING

Add up your points (max = 25).

5–10 pts	<b>“Early Stage: Winging It”</b> <ul style="list-style-type: none"> <li>Sales depends on the founder. No structure yet.</li> <li><b>Best fit:</b> Sales Launch Lab.</li> </ul>
11–17 pts	<b>“Emerging: Needs Structure”</b> <ul style="list-style-type: none"> <li>Some process or team, but inconsistent results.</li> <li><b>Best fit:</b> Sales Launch Lab (if &lt;\$500K revenue) or Sales Mastery Blueprint (if \$2M+ revenue).</li> </ul>
18–22 pts	<b>“Scaling: Structure in Place”</b> <ul style="list-style-type: none"> <li>Team and process exist, but leadership gaps limit growth.</li> <li><b>Best fit:</b> Sales Mastery Blueprint.</li> </ul>
23–25 pts	<b>Optimized:</b> <b>“Ready to Lead Markets”</b> <ul style="list-style-type: none"> <li>Team and process exist, now it's time to refine.</li> <li><b>Best fit:</b> Personalized Strategy and Coaching</li> </ul>