

# SALES ORGANIZATION INSPECTION CHECKLIST

## Leadership Accountability

- Does sales leadership clearly communicate their expectations, creating a culture of discipline?
- Do you have a governance plan in place that creates a consistent coaching cadence?
- Do you have dashboards that allow sales leaders to monitor leading indicators on Must Win opportunities and Most Wanted accounts?

## Sales Science

- Do you have a repeatable, scalable, science-based sales process with clear steps for both Creating and Capturing Demand?
- Do you have intelligent sales tools that provide insight and prediction on current opportunities?
- Do you have a talent assessment to identify key competencies that align with your selected go-to-market strategy?

## Coaching Culture

- Do you have a repeatable coaching methodology and approach that leverages science and is scalable for every opportunity?
- Do your sales leaders have established governance regarding which clients and opportunities will be coached and when?
- Do you have tools that take snapshots over time to show progress on an opportunity?

## Organizational Alignment

- Is each revenue stream anchored in a Go-to-Market Strategy to ensure you have competitive advantage?
- Is the power of your company internally aligned behind the power of your sales organization externally? *(If not, the internal sale is typically harder than the external sale.)*
- Do you have cross-functional misalignment that could be slowing down your revenue engine?



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