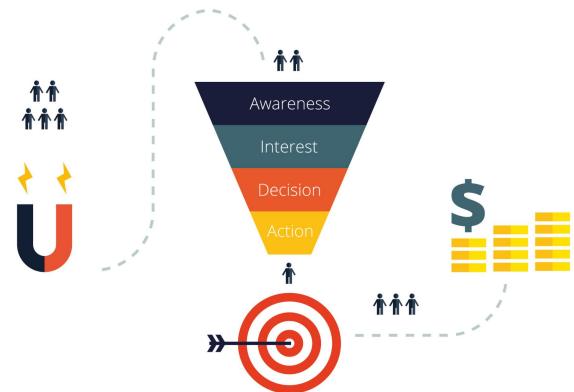




SALES & MARKETING

(Operational Driver)

- Do marketing and sales work together to find and qualify leads?
- If your current sales team left, is there a system to quickly replace them?



The Sales & Marketing Driver is broken down into six (6) Indicators, delving deeper into the operational structure of the business:

- Sales & Marketing Objectives: Does your company have clear sales and marketing objectives? Does your company understand the competitive landscape and have a plan to win?
- Marketing Plan & Process: Does your company have a clear marketing plan? Has your company conducted a thorough analysis of their target customers? Is your company's product or service offering clearly defined and communicated in all messaging to the point that your unique selling proposition is part of the company's underlying culture?
- Market Research: Does your company have access to, and do you regularly use, market research to make informed marketing, sales, and operational decisions?
- Sales Plan & Process: Does your company have a sales plan and a repeatable sales process to deliver on your company's goals? If key sales people were to leave, could you hire and train new people quickly?
- Customer Contracts: Does your company execute legally binding contracts with your customers where possible?
- Sales & Marketing Metrics: Does your company regularly measure how well you are meeting your sales and marketing objectives? Does marketing measure important KPIs? How are sales goals set and measured?



GOAL: Sales and marketing should be working together in a constant loop of feedback to improve messaging, overcome market objections and measure outcomes to improve performance. The resulting messaging should in turn permeate the culture of the business. At the same time, there must be written documentation of marketing plans and sales training.