



The 2026 Sales System Scorecard

Identify What's Holding Your Revenue Back and Fix It

INTRODUCTION:

Most businesses don't have a revenue problem... They have a **sales system problem**.

This scorecard will help you quickly assess:

- Where your sales process is strong
- Where it's breaking down
- What's costing you opportunities and revenue

Be honest. The goal isn't perfection... it's clarity.

HOW TO USE THIS SCORECARD

Rate your business in each category:

1 = Non-Existent

2 = Inconsistent

3 = Somewhat Defined

4 = Strong & Consistent

5 = Fully Optimized & Predictable

SECTION 1: REVENUE OWNERSHIP

Does someone clearly own revenue generation in your business?

- We rely on "whoever has time"
- Owner handles it inconsistently
- Shared responsibility, unclear accountability
- Defined ownership with expectations
- Fully owned, measured, and optimized

Score (1-5): _____

SECTION 2: PROSPECTING CONSISTENCY

Do you consistently create new opportunities?

- No outbound activity
- Sporadic outreach
- Some consistency, no system
- Weekly structured prospecting
- Daily, disciplined prospecting system

Score (1–5): _____

SECTION 3: LEAD GENERATION STRATEGY

Are you dependent on referrals or generating demand?

- 100% referral dependent
- Mostly referrals, occasional outreach
- Some outbound efforts
- Balanced inbound + outbound
- Predictable, scalable lead generation

Score (1–5): _____

SECTION 4: SALES PROCESS

Do you have a defined, repeatable sales process?

- No process
- Inconsistent approach
- Some structure, varies by person
- Defined stages and steps
- Fully optimized, measurable process

Score (1–5): _____

SECTION 5: FOLLOW-UP DISCIPLINE

Do opportunities get consistent follow-up?

- Rarely follow up
- Inconsistent follow-up
- Some follow-up, no system
- Structured follow-up process
- Relentless, disciplined follow-up system

Score (1–5): _____

SECTION 6: SALES CONVERSATIONS

How effective are your sales conversations?

- Mostly pitching
- Some questioning, not structured
- Moderate control of conversations
- Strong discovery and direction
- Fully controlled, high-conversion conversations

Score (1–5): _____

SECTION 7: PIPELINE VISIBILITY

Do you have clear visibility into your pipeline?

- No pipeline tracking
- Limited visibility
- Basic tracking
- Clear stages and forecasting
- Fully measurable, predictable pipeline

Score (1–5): _____

SECTION 8: ACCOUNTABILITY

Is there accountability around sales activity and results?

- No accountability
- Occasional check-ins
- Some tracking, inconsistent
- Regular accountability structure
- High accountability + performance-driven culture

Score (1–5): _____

SECTION 9: CONVERSION EFFECTIVENESS

How well do you convert opportunities into revenue?

- Low close rates
- Inconsistent results
- Average performance
- Strong conversion rates
- Highly optimized conversion system

Score (1–5): _____

SECTION 10: SALES CONFIDENCE & SKILL

How confident and capable is your team in sales?

- Avoid sales conversations
- Uncomfortable and inconsistent
- Some confidence
- Strong communication skills
- Highly confident, highly skilled

Score (1–5): _____

YOUR RESULTS

Total Score: ____ / 50

WHAT YOUR SCORE MEANS

10–20: Reactive & Unpredictable

- No real system in place
- Revenue is inconsistent

Immediate action required

21–35: Inconsistent Growth

- Some structure, but gaps exist
- Missed opportunities are common

System needs strengthening

36–45: Structured but Not Optimized

- Strong foundation
- Opportunity to improve conversion and predictability

Refinement stage

46–50: Predictable Revenue Engine

- Disciplined, structured, consistent
- Scalable growth model

Maintain and optimize



FINAL INSIGHT

Most businesses don't realize:

- It's not one big issue...
- It's multiple small breakdowns in the system

And those breakdowns cost:

- Time
- Opportunities
- Revenue

Want to Improve Your Score? Let's walk through it together.

Schedule a 15-Minute Sales System Review: [Build Predictable Revenue Growth WITHOUT Hiring More Staff | DeltaPoint Partners](#)

No pressure. Just perspective.

DeltaPoint Partners

Bringing Structure, Discipline, and Predictability to Revenue Growth