

Readiness Scorecard

Companion Diagnostic Scorecard with Readiness Index

Instructions: Score each statement using the following numeric scale:

3 = Strong / Consistently True

2 = Developing / Sometimes True

1 = Weak / Rarely or Not True

Add your scores for each section. Then calculate your overall Readiness Index on the final page.

1. People Readiness (Max Score: 12)

Assessment Area	Score (1-3)	Notes
Reps clearly understand what 'good' execution looks like in live deals		
Managers coach behaviors, not just outcomes		
Ramp time is predictable and consistent		
Reps feel confident in complex selling situations		
Section Total		

2. Sales Process Alignment (Max Score: 12)

Assessment Area	Score (1-3)	Notes
Sales stages reflect real buyer decision milestones		
Clear exit criteria exist for each stage		
Deal risks are identified early and discussed consistently		
Forecast confidence is based on evidence, not optimism		
Section Total		

3. Content & Training in Execution (Max Score: 12)

Assessment Area	Score (1-3)	Notes
Reps can access relevant content in under 10 seconds		
Training directly connects to live deal scenarios		
Content is mapped to personas and stages		

Reinforcement occurs after onboarding		
Section Total		

4. CRM & Revenue Signals (Max Score: 12)

Assessment Area	Score (1-3)	Notes
CRM data reflects reality and is updated consistently		
Leading indicators of deal health are clearly defined		
CRM guides next-best actions for reps		
Managers use data to coach, not just inspect		
Section Total		

Revenue Readiness Index Calculation

Step 1: Add your four section totals together.

Maximum Possible Score: 48

Step 2: Calculate your Readiness Index:

$(\text{Your Total Score} \div 48) \times 100 = \text{Readiness Index (\%)}$

- Interpretation Guide:
- 80–100% = Strong Revenue Readiness (System is Supporting Execution)
- 60–79% = Moderate Readiness (Inconsistent Execution Gaps)
- Below 60% = High Revenue Leakage Risk (Systemic Misalignment)

Leadership Reflection Questions:

- Which section scored lowest?
- Where is inconsistency hurting performance most?
- Which improvement would most increase our index in 90 days?
- Who owns closing the biggest gap?