

Name: _____

Title: _____ Company: _____

E-mail: _____ Phone: _____

**Indicate the degree to which you agree or disagree with the statement below.
Once you are finished, total your score.**

- | | DISAGREE | AGREE |
|---|---------------------|---------------------------|
| 1. We have a strong tech stack, anchored by excellent marketing automation and CRM, that is being fully utilized by all appropriate people. | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ _____ |
| 2. We are confident in the sales and marketing metrics we are tracking. | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ _____ |
| 3. Our sales and marketing dashboards are effectively designed and keep everyone aligned by providing real-time insights into the progress, status and effectiveness of our efforts. | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ _____ |
| 4. Our database is structured effectively, enabling us to segment quickly to deliver the right message and to take the right action with the right person at the right time. | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ _____ |
| 5. We've got a strong set of growth oriented dashboards that provide real-time insights to all members of our sales and marketing teams. | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ _____ |
| 6. We've effectively identified actionable metrics and deliver them through a growth dashboard that keeps everyone aligned in the actions they take to accelerate growth. | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ _____ |
| 7. We are confident in our workflows and automation, knowing that we've effectively automated key functions that increase the performance and productivity of our sales and marketing team. | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ _____ |
| 8. Our sales and marketing processes, metrics and workflows are highly aligned and reinforcing, enabling us to drive faster growth at lower costs of growth. | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ _____ |
| 9. We're confident that we've got the right technology and that we're utilizing it effectively to drive faster growth. | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ _____ |
| 10. We've got effective systems in place that allow us to know which marketing and sales efforts are working (and to reinforce them) and which ones are not (and eliminate them or adjust). | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ _____ |
| | | TOTAL SCORE _____ |

As we consider our overall approach to technology, data and metrics the area that would have the biggest impact on improving our results is: _____
