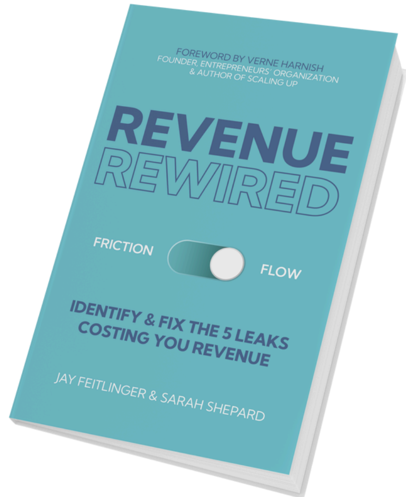
REVENUE REWIRED



Revenue Performance Alignment Audit

Your Revenue Isn’t Broken. Your Flow Is Blocked.

Your pipeline isn’t starving, it’s stuck. If you’re seeing full dashboards and flat revenue, you’re not facing a marketing problem or a sales problem. You’re facing a revenue flow problem that lives in the spaces between teams, tools, and handoffs. This audit helps you find and fix the friction that slows sales velocity and kills momentum.

Who this is for

- B2B leaders in the Mighty Middle, typically $25M to $250M in annual revenue.
- CEOs, CROs, CMOs, and COOs who want one unified revenue system, not silos.

What this audit does

- Identifies hidden blockers causing drag across ownership, handoffs, CRMs, and KPIs.
- Aligns marketing, sales, and operations around one mission: revenue flow.
- Scores your system across four zones with clear next steps for improvement.

How to complete the audit

- Read each statement carefully.
- Rate your organization from 1 to 5 for each item (1 means Never, 5 means Always).
- Add your subtotal for each zone.
- Add all four subtotals to get your final score out of 100.
- Use page 3 to identify your alignment category and next actions.

Once you know your alignment category, use the Revenue Flow Audit introduced in Chapter 16 to design your next 90 days.

Built by StringCan for high-growth B2B leadership teams.

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Rate each statement from 1 (Never) to 5 (Always). Then total your score at the end of each zone.

Zone 1: Ownership & Clarity

1. Every stage from first touch to renewal has one accountable owner. __________
2. Leadership reviews and updates ownership quarterly. __________
3. Sales, marketing, and ops know how their work ties to revenue, not activity. __________
4. We use one scorecard that tracks SQLs, velocity, and expansion. __________
5. The CEO or CRO actively stewards alignment across all teams. __________

Subtotal: _____ / 25

Zone 2: Process & Handoffs

1. MQL, SQL, Opportunity, and Closed Won are defined and enforced. __________
2. Lead handoffs are time bound, visible, and tracked in our systems. __________
3. Sales, and ops co-own onboarding with a documented 30-day plan. __________
4. Weekly revenue meetings surface friction and assign owners to fix it. __________
5. We review lost deals and churn across teams to improve the next cycle. __________

Subtotal: _____ / 25

Zone 3: Systems & Insights

1. We operate from one CRM and one dashboard everyone uses and trusts. __________
2. Tools are integrated so context follows the buyer at every stage. __________
3. Automation supports movement through the funnel without creating dead ends. __________
4. We audit our tech stack and data hygiene twice a year. __________
5. Dashboards connect activity directly to revenue outcomes. __________

Subtotal: _____ / 25

Zone 4: Culture & Cadence

1. Sales and marketing create messaging together around the buyer. __________
2. Operations joins go-to-market planning to align delivery and sales. __________
3. Teams share wins and losses to build trust and improve execution. __________
4. Incentives reward shared revenue outcomes, not isolated goals. __________
5. We follow a steady quarterly rhythm for plans, campaigns, and reviews. __________

Subtotal: _____ / 25

TOTAL SCORE: ______________ / 100

Revenue alignment doesn't happen by chance. It happens by design!

Scoring and Next Moves

Your total score shows where your revenue system stands and what to focus on next.

BELOW 60:
THE FUNCTIONAL FRAGMENT

Your funnel exists, but no one owns it. Sales blames marketing. Ops scrambles. Growth has stalled.

Next moves

- Appoint one revenue owner (CEO, CRO, or equivalent) to steward alignment across all teams.
- Consolidate into one CRM of record, one shared dashboard, and one weekly revenue meeting.
- Launch a 24-hour post-sale welcome protocol and a 30-day onboarding plan to protect customer value.

61–79:
THE FRICTION FACTORY

Your business is growing, but not as efficiently as it could. Alignment exists, but KPIs, handoffs, or systems are creating drag.

Next moves

- Redefine MQL, SQL, and Opportunity with sales and marketing, and enforce those definitions in your CRM.
- Map lead and deal handoffs with timing and clear ownership.
- Replace vanity metrics with a unified revenue scorecard and make it the single source of truth in leadership meetings.

80–100:
THE UNIFIED ENGINE

Your revenue system is aligned and accountable. Teams move in sync, and growth feels like forward motion instead of chaos.

Next moves

- Review your shared scorecard to confirm every KPI ties directly to revenue velocity.
- Audit handoffs and data hygiene this quarter to prevent new friction.
- Identify one acceleration play, such as reducing sales cycle time or expanding within current customers.

Need help interpreting your score? Let's review it together with clear next steps and real strategy.

[Book a Revenue Clarity Call]