

Agility Audit

Complete the Agility Audit and total your score.

SCORE: 1=Never 2= Very Rarely 3= Sometimes 4= Mostly 5= Always

	We offer omnichannel marketing and sales strategies to engage prospects and clients according to their preferences – whether self-service, digital or human interactions.
	My sales team is well-prepared for informed, empowered buyers, and effectively guides their prospects through the purchase process.
	Our sales and service team members are informed and responsive, and create seamless, positive client experiences.
	We use a reasonable set of metrics, and we track the most relevant, significant, and current performance factors for my team.
	We have a strong sales culture; our team works through our business challenges in a way that minimizes turnover or disengagement.
	My sales team effectively combats cost competition by building and communicating unique value for our offerings with their clients.
	Clients consider our salespeople to be trusted advisors and share company-specific information when they meet.
	My sales team receives referrals from their clients on a consistent or regular basis.
	Clients ask our salespeople for meetings to discuss strategic and future plans for their company including plans unrelated to our solution.
	My sales team is professional in all communications and interactions with prospects/ clients.
	Total Score

Now, look at how your score translates into your sales team’s agility and readiness for the next era of selling.

10–25 Points

You have some work to do. Your team is likely struggling to adapt to changing buyer expectations, and you may lose deals (and employees) to competitors who are more agile.

26–35 Points

Things could go either way for your team. They’ve demonstrated some agility in this changing environment, but it’s inconsistent. You have some gaps to fill to gain a solid sales footing.

36–50 Points

You have an agile sales organization that’s adjusting to a changing market, and your team is well-positioned to thrive in the new era of sales.

Use this audit to improve your future readiness by identifying and developing those areas where your score is low.

