



Performance Scorecard



This activity will give your team a self-perspective insight into how effective your current sales and marketing activities are performing. The score is far less important than the process here.

Most importantly, it will give you a benchmark so that you have a way to measure the team's progress in four general areas:

1. Marketing activities
2. Brand presentation
3. Industry engagement
4. Sales activities

The Self-Assessment Scorecard

Score 1-5

- 1- Executing Poorly
- 3-Neutral
- 5-Executing Excellently

Published	Visual Consitancy	Consistent Message	Memorable & Meaningful	Clear & Coherent	Strategic (achiveing a goal)	Average
Website	1	1	4	2	1	1.8
Product Landing						
Page	2	5	5	1	2	3
Trade publication						
Print ads	3	4	1	2	3	2.6
LinkedIn Page	4	3	2	3	4	3.2
LinkedIn Content	5	2	3	4	5	3.8
LinkedIn ads	1	1	4	5	5	3.2
Email Newsletter	4	1	5	4	4	3.6
Blog	3	2	4	3	3	3
Earned News	2	3	3	2	2	2.4
Average	2	2.4	3.5	2.8	3.2	3

Industry Engagement	Proven to generate leads that convert to sales	Engage consistently and regularly	Offers access to direct costumers and leads	Positively impacts reputation, positioning or creedibility	Gain industry insights	Average
Chamber of Commerce	1	1	4	2	1	1.8
Industry Association	2	5	5	1	2	3
Tradeshaw Conference A	3	4	1	2	3	2.6
Federal Working Group	4	3	2	3	4	3.2
Average	2.5	3.25	3	2	2.5	2.65

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Sales Activities	Regularly & Consistently	Measured	Consistent with marketing message and identity	Is part of a formal process	High quality, strategic and thoughtful	Average
Prospecting	1	1	4	2	1	1.8
Cold Calling	1	5	5	1	2	2.8
Social Selling	1	4	1	2	3	2.2
Email Communication	1	3	2	3	4	2.6
Needs Assessment	5	2	3	4	5	3.8
Lead Scoring	1	1	4	5	5	3.2
Sales Presentation	1	1	5	4	4	3
Quoting	3	2	4	3	3	3
Customer Check-ins	2	3	3	2	2	2.4
Average	1.777777778	2.4444	3.4444	2.888888889	3.222222	2.755

After you self-assess, do not overact with any drastic changes. Simply be aware of what is effective and what is not effective. I recommend putting any urge to make immediate changes on hold.

Why? You might discover late in MAPS that it isn't what you're doing, but how you're doing it. MAPS will guide you toward peak performance in some of your activities that are not performing well. The scorecard exists to make the team self-aware of where there is opportunity to improve. It is not intended to judge or criticize. Just be aware.