

THE 9 EXECUTIVE DECISIONS SCORECARD

How Strong Is Your New-Customer Growth System?

Score each decision from **1 to 5**. Don't overthink it - choose the number that best reflects how consistently your company makes and executes that decision today.

1	Dream Target Accounts	We are clear about the companies we most want to win - and sales effort is concentrated on them.	1 2 3 4 5
2	Decision-Maker Messaging	Our messaging gives the right buyers a compelling reason to care, engage, and explore change.	1 2 3 4 5
3	Qualified Introductory Meetings	We consistently create enough qualified conversations with the right prospective customers.	1 2 3 4 5
4	Buying-Group Access	We build relationships across the buying group instead of depending on a single contact.	1 2 3 4 5
5	Economic Buyer	We gain access to the person who can approve the investment and business decision.	1 2 3 4 5
6	Quantified Business Impact	We connect our solution to measurable business value, risk, cost, time, or another meaningful outcome.	1 2 3 4 5
7	Decision Process	We understand how, when, and by whom the customer's buying decision will actually be made.	1 2 3 4 5
8	Next-Step Commitments	Important opportunities advance through clear, mutually agreed next steps - not vague follow-up.	1 2 3 4 5
9	No-Decision Risk	We actively address the risk that the customer chooses to delay, maintain the status quo, or do nothing.	1 2 3 4 5

1 = Weak

3 = Inconsistent

5 = Strong

Don't just manage the number. Manage what creates the number.

John Duvenage | Strategic Sales Advisor | SMB Growth Strategies | \$19.4M in First-Year Net-New Revenue Generated