

THE DILIGENCE FIX

Sales Org Stress Audit: 10-Question Self-Assessment

*A tool for sales and operations leaders
navigating growth*



How to use this: Rate each statement on a scale of 1–5.

1 = This is a real gap | **3** = Partially true | **5** = We've got this

CAPABILITY

1. Every person on my sales team is in a role that matches their actual skills and experience — not just where we needed to put someone. 1 — 2 — 3 — 4 — 5

2. My managers have the skills to lead at the level of growth we're pursuing — not just the level we came from. 1 — 2 — 3 — 4 — 5



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COOPERATION

3. When we introduce a new directive, approach, or methodology, my team actually adopts it — not just during the kickoff. 1 — 2 — 3 — 4 — 5

4. Non-compliance with our sales standards is addressed promptly and consistently, regardless of who it is. 1 — 2 — 3 — 4 — 5



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CLARITY

5. Our compensation plan is clearly aligned with our current growth strategy — and everyone understands how they get paid. 1 — 2 — 3 — 4 — 5

6. Our team's priorities are clear and stable. People aren't choosing between competing directions. 1 — 2 — 3 — 4 — 5



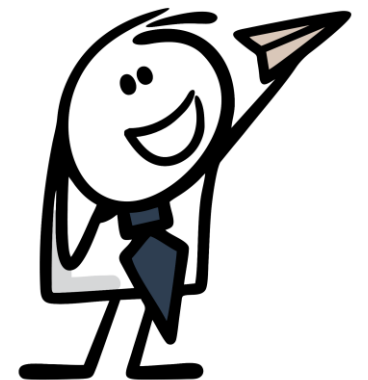
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COMMUNICATION

7. When we share something important — a strategy shift, a new value prop, a process change — we reinforce it consistently over time, not just once. 1 — 2 — 3 — 4 — 5

8. The message leadership intends to send is the message the front line actually receives and acts on. 1 — 2 — 3 — 4 — 5



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CULTURE

9. The behaviors we celebrate are the behaviors we actually want more of — including how results are achieved, not just whether they are. 1 — 2 — 3 — 4 — 5

10. Our standards apply consistently across the team — high performers included.

1 — 2 — 3 — 4 — 5



Scoring & Summary

40–50: Strong foundation. Identify which areas scored lowest and protect the rest.

25–39: Mixed — likely some genuine bright spots alongside a few load-bearing gaps. The Identify-Investigate-Inventory process is worth running here.

Below 25: Your growth pressure has outpaced your infrastructure. The good news: you now know where to look. Start with the lowest-scoring category and surface specifics before adding anything new.

NEXT STEP

Bring this into a working session with two or three candid managers. Compare scores, look for patterns, and let the gaps drive the agenda — not the other way around.

The Diligence Fix goes deeper on all five categories and provides a structured approach to closing the gaps.

