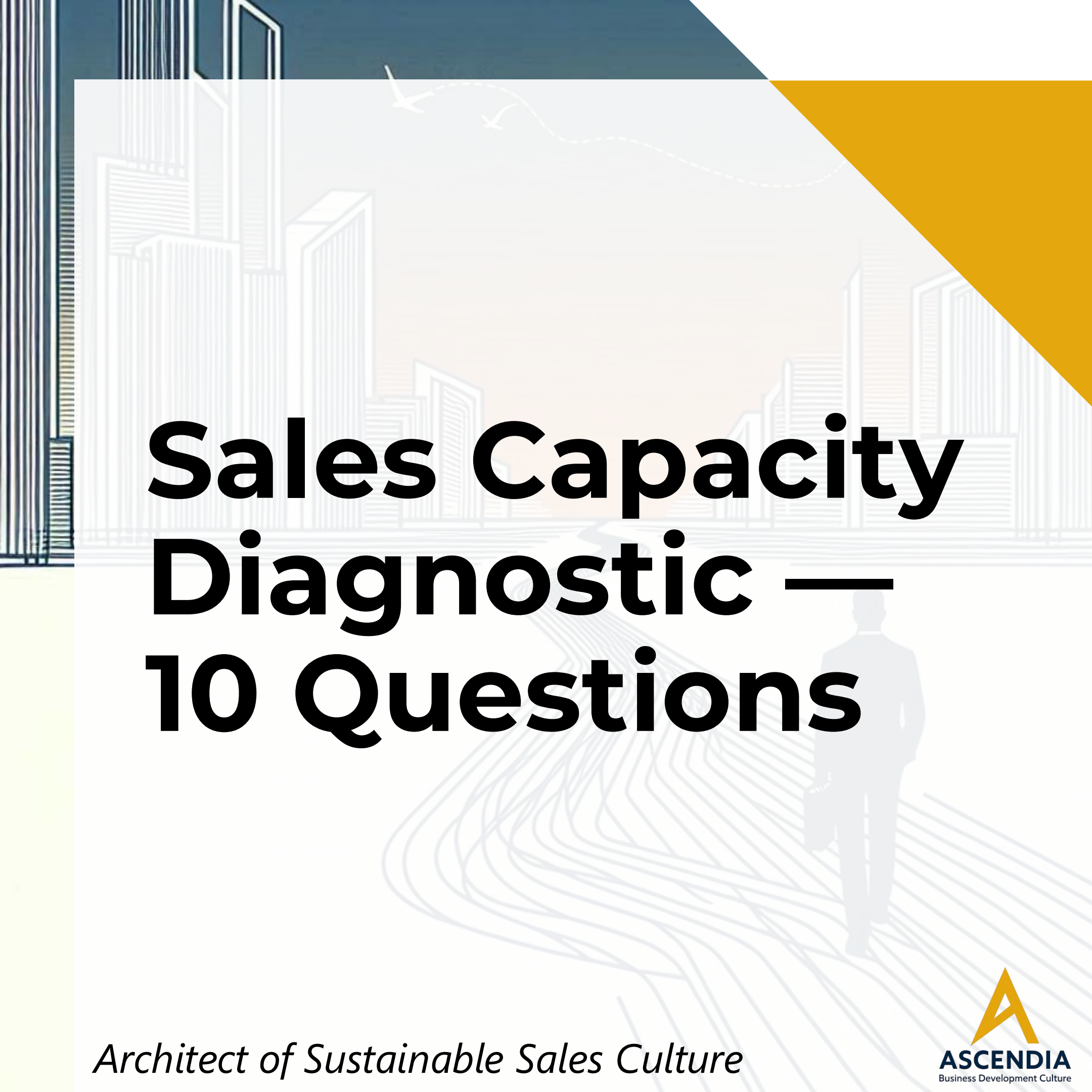


The background features a stylized illustration of a city skyline with various skyscrapers. A person in a suit is walking away from the viewer on a path that leads into the distance. The sky is light blue with a few birds and a dashed line indicating a path or trajectory. A large yellow triangle is in the top right corner.

Sales Capacity Diagnostic — 10 Questions

Architect of Sustainable Sales Culture

How to Use (1 Minute)

Tick each item **Yes/Partly/No**.

If you mark **Partly/No**, note one concrete fix.

This diagnostic reveals **structural** (not personal) blockers.

The 10 Questions (Checklist)

1- KPI Architecture:

Do we have a **3-tier KPI set** (strategy → behavior → activity) that connects to revenue?
(Yes / Partly / No)

2- Persona Fit:

Are **buyer personas** (DM, user, technical veto, finance) defined with the **decision journey** and objections? (Y/P/N)

3- Pipeline Coverage:

Do we maintain **3–4× coverage** of weighted pipeline to target, by segment? (Y/P/N)

4- Stage Definitions:

Are **stage exit criteria** objective and audited weekly? (Y/P/N)

5- Conversion Benchmarks:

Do we track **stage-to-stage conversion**, absolute variance $\geq 20\%$ vs baseline? (Y/P/N)

6- Incentive Alignment:

Do incentives reward **capacity behaviors** (e.g., persona meetings, multi-threading), not only won revenue? (Y/P/N)

7-CRM Discipline: Are **activity hygiene rules** (notes, next step, close date, stakeholder map) enforced? (Y/P/N)

8- Deal Review Rhythm:

Do managers run **weekly structured reviews** (risk flags, next best action, mutual close plan)? (Y/P/N)

9- Learning Loop:

Are **win/loss reasons** coded and fed back into **playbooks/KPI updates** quarterly? (Y/P/N)

10- Role & Territory Clarity:

Are territories, ICP and **handoffs (SDR-AE-CS)** crystal clear and documented? (Y/P/N)

Reading Your Results

8–10 × Yes:

You likely have **capacity**; focus on scale levers.

5–7 × Yes:

Mixed—fix the **No/Partly cluster** (often KPI + incentives + CRM).

0–4 × Yes:

Structural gaps dominate—start with **KPI architecture & stage definitions**.

KPI Architecture

Examples (mini)

Strategy KPIs (lag/lead):

Revenue, Gross Margin, New-Logo, Expansion, Sales Cycle, Win Rate.

Behavioral KPIs:

#Persona meetings (DM/Finance/Tech),
#New stakeholders per deal, #Mutual plans created.

Activity KPIs:

#Qualified discovery calls, #Opportunity notes with next step, #Weekly deal reviews completed.

"Today, the real issue isn't whether we're making sales, but whether we're maintaining our capacity to make sales."