

Intelligent prospecting readiness scorecard

Rate your current state (1-5) across these dimensions

Target Account Definition:

Do you have clear ICP criteria?

Signal Tracking:

Do you monitor buying signals systematically?

Data Quality:

Is your contact data accurate and up-to-date?

Workflow Structure:

Do reps follow a defined prospecting process?

Measurement:

Do you track prospecting efficiency metrics?

Score 5-10:

Manual chaos
– urgent need for structure

Score 11-18:

Basic foundation
– ready for signal integration

Score 19-25:

Advanced maturity
– optimization opportunities