

# DYM-08SM Sales and Marketing Capability Assessment Results

Company Name z6 Date 10/04/2026

*Please find your Sales and Marketing Capability Assessment report below:*

This comprehensive assessment reviewed your sales and marketing structure across 12 main areas and highlighted both strengths and weaknesses. Its purpose is to uncover issues that may still be scattered or not yet clearly defined, set priorities and provide a solid diagnostic foundation before broader consulting work that often takes weeks and requires high budgets.

We recommend reviewing the lower-scoring areas carefully, as they may reflect broader structural gaps in the company's sales and marketing system. Where more technical or specialized issues are involved, support from qualified third-party specialists may also be helpful.

## Section 1 of 12 Target Market and Customer Strategy

**Purpose:** To assess whether the company clearly defines its target customer groups and decides whom to pursue or avoid based on profitability, risk and strategic fit.

**Importance:** Clear target market discipline improves customer quality, protects margin and reduces wasted sales effort. It helps prevent low-value growth and poor customer selection.

**Weighted Score: 5.0    Score Percentage: % 42**

**Score Interpretation :** "40% to 59%: Fragmented and insufficient. The company appears to have some building blocks in place, but the overall structure is still fragmented and not strong enough. Certain target groups, customer risks or profitability differences may be known, yet this knowledge does not seem to be applied consistently across decisions and field execution. This limits focus, weakens commercial discipline and increases the risk of avoidable customer losses or low-quality growth."



## Section 2 of 12 Sales Process and Opportunity Management

**Purpose:** To assess whether the sales process is clearly defined, opportunities are qualified properly and larger or riskier deals are reviewed through formal controls.

**Importance:** A disciplined sales process improves pipeline quality, reduces time lost on weak deals and helps prevent late surprises in pricing, legal terms and delivery.

**Weighted Score: 4.5    Score Percentage: % 38**

**Score Interpretation :** "20% to 39%: Very weak and largely unstructured. Some elements of a sales process may exist, but they do not appear to operate as a disciplined and reliable management system. Qualification rules, approval steps and deal reviews are likely inconsistent, informal or dependent on individuals. As a result, weak opportunities may stay in the pipeline too long and high-risk deals may proceed without sufficient control."



## Section 3 of 12 Products, Value Proposition and Positioning

**Purpose:** To assess whether products, value proposition and positioning are clearly defined, differentiated and supported by evidence, and whether product priorities follow clear criteria.

**Importance:** Clear positioning improves sales effectiveness and competitive clarity. It helps prevent weak differentiation, vague value claims and product decisions that dilute focus.

**Weighted Score: 6.8    Score Percentage: % 68**

**Score Interpretation :** "60% to 79%: Partly established but with important gaps. The company has a visible structure around products, value proposition and positioning, but important gaps remain in consistency, proof or decision discipline. Product value may be defined and some differentiation may exist, yet benchmarking and portfolio choices do not appear to be managed with full rigor. This means the foundation is present, but stronger clarity and evidence are needed to sharpen positioning."



## Section 4 of 12 Pricing and Commercial Terms

**Purpose:** To assess whether pricing follows a documented logic, discounts are controlled and commercial terms are managed with clear rules and profitability impact in mind.

**Importance:** Pricing discipline protects margin and reduces value leakage. It helps control concessions, respond to cost changes and avoid inconsistent pricing decisions.

**Weighted Score: 4.9    Score Percentage: % 49**

**Score Interpretation :** "40% to 59%: Fragmented and insufficient. The company appears to have some pricing controls and commercial rules in place, but the overall structure is still fragmented and not strong enough. Pricing logic, approval rules and profitability monitoring may be partially defined, yet they do not seem to be applied consistently. This weakens margin discipline and increases the risk of avoidable concession-driven losses."



## Section 5 of 12 Customer Portfolio, Retention and Customer Experience

**Purpose:** To assess whether churn, satisfaction, complaints and customer journey performance are measured and managed through clear ownership and follow-up routines.

**Importance:** Strong retention management protects revenue and customer value. It helps reduce avoidable customer loss and improve renewal, expansion and service quality.

**Score Percentage: 5.3    Score Percentage: % 53**

**Score Interpretation :** "40% to 59%: Fragmented and insufficient. The company appears to have some building blocks in place, but the overall structure for managing customer retention and experience is still fragmented. Certain customer risks or repeat purchase patterns may be known, yet they do not seem to be addressed through consistent routines and ownership. This weakens retention discipline and limits the company's ability to grow customer value over time."



## Section 6 of 12 Demand Generation, Marketing Plan and Communications

**Purpose:** To assess whether marketing has clear objectives, measurable impact on sales and a defined handover process with sales, supported by clear channel and content plans.

**Importance:** Effective demand generation improves lead quality and marketing efficiency. It helps prevent spending that creates attention without pipeline or meaningful sales results.

**Weighted Score: 6.7    Score Percentage: % 84**

**Score Interpretation :** "80% to 100%: Strong and largely established. The company appears to have a clear and disciplined approach to demand generation, marketing planning and communications. Marketing objectives, channels and handoff rules seem to be defined and connected to measurable sales outcomes. This supports stronger lead quality, better coordination with sales and more effective use of marketing resources."



## Section 7 of 12 Tracking, Core Metrics and Tools

**Purpose:** To assess whether the company uses one reliable dataset, clear metric definitions and effective tools to turn reporting into decisions, actions and follow-through.

**Importance:** Reliable data improves visibility, coordination and decision quality. It helps prevent reporting conflicts, weak CRM discipline and management routines that produce numbers without action.

**Weighted Score: 3.5    Score Percentage: % 50**

**Score Interpretation :** "40% to 59%: Fragmented and insufficient. The company appears to have some important tracking and reporting elements in place, but the overall structure is still fragmented and not strong enough. Key metrics, tool usage and data quality controls may be partially defined, yet they do not seem to operate consistently across teams. This weakens performance visibility and reduces the practical value of reporting."



## Section 8 of 12 Channel and Distribution Management

**Purpose:** To assess whether channel economics, roles and operating rules are clearly defined, monitored and enforced, including pricing discipline and conflict resolution.

**Importance:** Strong channel management protects profitability and improves control. It helps prevent partner underperformance, pricing inconsistency and conflict between different sales channels.

**Weighted Score: 3.9    Score Percentage: % 56**

**Score Interpretation :** "40% to 59%: Fragmented and insufficient. The company appears to have some useful channel management elements in place, but the overall structure is still fragmented and not strong enough. Channel roles, economics and support mechanisms may be partially defined, yet they do not seem to be applied consistently. This weakens channel discipline and increases the risk of inefficiency and avoidable friction."



## Section 9 of 12 Brand and Brand Awareness

**Purpose:** To assess whether the main reasons customers choose the company are clear, consistent across channels and supported by proof, and whether the brand promise matches the actual experience.

**Importance:** A strong brand improves credibility, customer trust and price acceptance. It helps reduce discount pressure and manage reputation risks before they affect performance.

**Weighted Score: 3.0    Score Percentage: % 50**

**Score Interpretation :** "40% to 59%: Fragmented and insufficient. The company appears to have some useful brand-related practices in place, but the overall structure is still fragmented and not strong enough. Brand messages, visual identity or proof points may be known, yet they do not seem to be managed consistently across channels and customer touchpoints. This weakens clarity, reduces trust and limits the company's ability to support pricing through brand strength."



## Section 10 of 12 Forecasting and Target Management

**Purpose:** To assess whether targets and forecasts are set with discipline, based on capacity and reviewed regularly, with deviations analyzed and corrective actions defined.

**Importance:** Better forecasting improves planning, resource allocation and management control. It helps prevent unrealistic targets, optimistic forecasts and repeated end-period surprises.

**Score Percentage: 2.8    Score Percentage: % 47**

**Score Interpretation :** "40% to 59%: Fragmented and insufficient. The company appears to have some useful forecasting and target management elements in place, but the overall structure is still fragmented and not strong enough. Forecast schedules, target logic and corrective actions may be partially defined, yet they do not seem to operate with full consistency. This weakens planning quality and reduces management's ability to respond early to performance risk."



## Section 11 of 12 Competition and Market Intelligence

**Purpose:** To assess whether competitor and market signals are collected systematically, verified and translated into action through structured monitoring and analysis.

**Importance:** Strong market intelligence improves response speed and decision quality. It helps prevent late reactions, weak competitive awareness and repeated losses without learning.

**Weighted Score: 4.9    Score Percentage: % 82**

**Score Interpretation :** "80% to 100%: Strong and largely established. The company appears to have a clear and disciplined approach to market and competitor intelligence. External signals, competitor moves and loss patterns seem to be monitored, validated and translated into actions with reasonable consistency. This supports stronger competitive awareness, better positioning decisions and earlier response to market change."



## Section 12 of 12 Team Management, Capability and Working Structure

**Purpose:** To assess whether roles are clear, incentives support the right behavior and team routines strengthen coordination, capability development and execution discipline.

**Importance:** Strong team structure improves alignment, accountability and execution quality. It helps prevent internal friction, unclear authority and capability gaps that weaken performance.

**Weighted Score: 3.1    Score Percentage: % 52**

**Score Interpretation :** "40% to 59%: Fragmented and insufficient. The company appears to have some useful team management elements in place, but the overall structure is still fragmented and not strong enough. Certain roles, routines or development practices may be defined, yet they do not seem to operate consistently across the team. This weakens execution discipline and increases the risk of recurring internal friction and capability gaps."



## Sales and Marketing Capability Final Evaluation

**In this final section, you will find the consolidated overall result based on the findings from all 12 sections.**

This overall result shows where the company's sales and marketing structure is more solid and where the main weaknesses are more likely to limit performance. It is intended to help management focus on the areas that need priority improvement.

**Weighted Score: 54.4    Score Percentage: % 54**

**Score Interpretation :** "40% to 59%: Fragmented and insufficient. The company appears to have several meaningful building blocks in place, but the overall structure is still fragmented and not strong enough to support consistent commercial performance. Certain sales and marketing practices may work in parts of the business, yet they do not seem to operate as one aligned and disciplined system. This means that some decisions are likely supported by structure while others still depend too much on habit, individual judgment or incomplete information. At this level, the company has a base to build on, but important weaknesses still limit profitability, coordination, customer quality and execution reliability."



*Thank you for completing the assessment. We wish you success in your future business endeavors.*