

DYM-08SM Sales and Marketing Capability Assessment Results

Company Name DYM Business Analytics LLC Date 18/05/2026

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: 5.8 Score Percentage: % 48

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: 9.8 Score Percentage: % 82

Score Interpretation : "80% to 100%: Strong and largely established. The company appears to have a clear and well-managed sales process with defined stages, qualification rules and control mechanisms for important deals. Opportunities seem to be governed with reasonable discipline from early qualification through closing and handover. This supports stronger pipeline quality, better forecasting and reduced risk in execution."



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: 3.3 Score Percentage: % 33

Score Interpretation : "20% to 39%: Very weak and largely unstructured. Some awareness may exist regarding product value and market positioning, but it does not appear to be managed through a structured and evidence-based approach. Differentiation, benchmarking and product prioritization are likely inconsistent or loosely defined. As a result, the company may struggle to communicate clear value and may continue carrying products that dilute focus."



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: 1.9 Score Percentage: % 19

Score Interpretation : "0% to 19%: Critical Weakness. The company does not appear to have a disciplined and controlled pricing structure. Pricing decisions seem likely to be driven by individual judgment, sales pressure or ad hoc concessions rather than by clear logic and defined rules. This creates a high risk of margin erosion, inconsistent pricing and weak commercial control."



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: 8.5 Score Percentage: % 85

Score Interpretation : "80% to 100%: Strong and largely established. The company appears to have a clear and disciplined approach to customer portfolio management, retention and customer experience. Churn, satisfaction and post-sale actions seem to be monitored and managed through defined ownership and routines. This supports stronger customer retention, better expansion potential and a more reliable customer experience."



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: 5.7 Score Percentage: % 81

Score Interpretation : "80% to 100%: Strong and largely established. The company appears to have a clear and disciplined structure for tracking performance, managing data and using commercial tools. Core metrics, CRM hygiene and reporting routines seem to be defined and used consistently across the business. This supports more reliable decisions, better visibility and stronger management control."



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: 1.2 Score Percentage: % 17

Score Interpretation : "0% to 19%: Critical Weakness. The company does not appear to have a disciplined approach to channel and distribution management. Channel economics, performance control and conflict rules seem weak or undefined, increasing the risk of margin loss, partner underperformance and internal tension. This creates a high risk of uncontrolled growth through channels that do not support sustainable profitability."



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: 6.0 Score Percentage: % 100

Score Interpretation : "80% to 100%: Strong and largely established. The company appears to have a clear and disciplined brand structure supported by consistent messages, proof and defined brand rules. Brand promise and customer experience seem to be aligned to a meaningful degree, with reasonable attention to reputation risk. This supports stronger credibility, better differentiation and healthier pricing power."



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: 3.6 Score Percentage: % 60

Score Interpretation : "60% to 79%: Partly established but with important gaps. The company has a visible forecasting and target management framework, but important gaps remain in discipline, bias control or follow-up. Forecasts and targets may be reviewed regularly, yet they do not appear to be fully grounded in consistent rules, realistic capacity or predefined corrective actions. This means the foundation is present, but stronger rigor is needed to improve forecast credibility and target discipline."



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: 5.1 Score Percentage: % 85

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: 1.7 Score Percentage: % 28

Score Interpretation : "20% to 39%: Very weak and largely unstructured. Some management routines may exist, but they do not appear to function as a reliable and structured team management system. Role clarity, meeting discipline and capability development are likely inconsistent or dependent on individual effort. As a result, the company may experience repeated coordination issues, weak accountability and uneven team performance."



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: 59.3 Score Percentage: % 59

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.