

# Is your company ready for real-time sales and marketing?

A seven-point checklist to assess your sales organization



## 1. Is your ideal customer profile outdated?

Much has changed in the last few months, so ask yourself, what's the sweet spot now? Reviewing your ICP will reassess resource allocation and strategies.

» [Ideal customer profile template](#)



## 2. Targetting XL customer segments?

Once you've refined your ICP, use additional data points to segment further your target group. Create small account clusters to build highly customized campaigns.

» [How to drive sales with targeted marketing](#)



## 3. Got smarketing?

Do your sales and marketing work together? Do they share the same funnel and goals? Is software integrated for data alignment? Define a service-level agreement to boost collaboration.

» [Sales and marketing SLA template](#)



## 4. Is your contact database clean and tidy?

Data cleaning is a process and not a one-time project. Only when you have a tidy database you can move forward and enrich your data with additional data points.

» [6 steps to data cleaning](#)

## 5. Still cold calling?

Reaching out at the wrong time? Automatic workflows based on trigger events bring ideal timing and will warm up your cold outreach.

» [10 examples of the most common trigger events](#)



## 6. Wasting time with generic pitches?

Data-driven insights make personalization commonplace. They also open the door to highly-targeted, hyper-tailored strategies like ABM.

» [The beginner's handbook to account-based marketing](#)



## 7. Time for a new playbook?

Your sales process has changed? New strategies and tactics? Ensure your sales playbook it's updated and complements the way your company works.

» [Sales playbook template](#)

