Fractional CRO.
From Hustle to Engine — Self-Diagnosis for B2B Founders

Rate yourself honestly across each area. Circle or tick the statement that best describes where your business is TODAY — not where you want to be.

	1 — BROKEN / MISSING	2 — INCONSISTENT	3 — WORKING
01 REVENUE LEADERSHIP	☐ No dedicated revenue leadership. Founder handles all deals, strategy, and relationships.	☐ Some sales management exists but strategy is reactive. No clear GTM owner.	☐ Clear revenue leadership in place. Defined GTM strategy with accountability and reporting.
02 GO-TO-MARKET STRATEGY	☐ No defined ICP. Messaging is generic. We say yes to anyone. No documented GTM plan.	☐ ICP exists but not enforced. Messaging varies by rep. GTM is informal and inconsistent.	☐ Clear ICP. Consistent messaging across all channels. GTM plan updated quarterly.
03 SALES PROCESS & ENABLEMENT	☐ No repeatable sales process. Every rep does it differently. No playbooks or tools.	☐ Informal process exists. Some reps follow it. Limited sales collateral or training.	☐ Documented sales process. Playbooks, pitch decks, and objection guides in use.
04 MARKETING & PIPELINE	☐ No systematic lead generation. Pipeline comes only from referrals and founder network.	☐ Some marketing activity but not tied to pipeline. Inbound and outbound are disconnected.	☐ Marketing drives qualified pipeline. ABM, content, and outreach are coordinated.
05 REVENUE OPERATIONS	☐ No CRM or tracking. No visibility into pipeline, conversion rates, or forecast.	☐ CRM exists but inconsistently used. Basic reporting only. Data is unreliable.	☐ CRM is source of truth. Pipeline is tracked, forecast is reliable, team reviews data weekly.

YOUR SCORE

Add up your ratings (5 areas, max 15 pts)

5–7
Early Stage
Revenue runs through you.
Time to build the engine.

8–11
Building
Good foundations exist.
Need consistency and scale.

12–15
Engine Ready
Solid base. Time to
optimize and accelerate.

Ready to build your revenue en

Book a free 30-minute strategy call. N

Charlotte, NC

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