



Alignment Scorecard

[illegible]



Alignment Scorecard Example

Area	What to Assess	Score (1–5)	Notes
Shared Goals	Are Sales & Marketing working toward clearly defined, shared revenue goals?		
Lead Handoffs	Are lead definitions (MQL → SQL) documented and agreed upon?		
Communication Rhythm	Do teams meet regularly (e.g., weekly syncs, QBRs) to review pipeline progress?		
Feedback Loop	Is Sales feedback on lead quality captured and acted on?		
Content Relevance	Does Marketing deliver the content Sales needs (case studies, ROI decks, etc.)?		
Attribution Trust	Do both teams trust the data/reports used for decision-making?		
Account Focus	Are ABM or key account strategies jointly owned?		
Pipeline Visibility	Is there transparency in pipeline stages and deal progress across teams?		

Instructions for use

1. Use this scorecard to evaluate Sales & Marketing alignment in your organization.
2. Score 1–5 for each criterion (1 = Poor, 5 = Excellent).
3. Add notes for specific examples or gaps.
4. Review quarterly with both teams present.
5. Target: Average score ≥ 4 for healthy alignment.

Scoring Guidance

- **1–2:** Major gaps. Alignment is broken or inconsistent.
- **3:** Some alignment exists but inconsistent, causing friction.
- **4:** Strong alignment with minor improvements needed.
- **5:** Fully aligned, integrated, and operating as one revenue team.

Pro Tip:

Alignment isn't a one-time project. It's a discipline. This scorecard works best when reviewed openly, with both teams in the room and a shared commitment to improvement.

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Pipeline Proven, by scanning this QR code:

