

These are just 3 questions from each framework, enough to challenge your current thinking, not enough to build a winning sales engine. The full frameworks include 20+ battle-tested prompts, used across tech sales teams to transform strategy into revenue.

SCORE™ Checklist Sample

Part of THE REVENUE ENGINE™

- ☐ Which segments are our team chasing, and why? What data do we have to support that segmentation?
- ☐ What type of accounts will bring in the most revenue and why?
- ☐ At what point do we stop and evaluate progress across the sales function, and adapt accordingly?