



Sales Health Check

For Western Sydney B2B Leaders

**Take control of your pipeline.
Increase revenue visibility.**

A practical 10-question sales self-assessment.

Built on the Q-RED™ Sales System
Structured Sales. Human Delivery.

How to Use This Health Check

This diagnostic helps you step back from day-to-day sales activity and assess where deal control, pipeline strength and revenue visibility may be slipping.

Use it to identify where revenue may be leaking and where greater sales discipline can improve performance.

How to Approach This Diagnostic:

- **Be honest:** This is for internal reflection – the value is in accuracy.
- **Look for patterns:** Repeated “No” answers often signal where deal control is slipping.
- **Answer instinctively:** First responses are usually the most accurate.

After completing the assessment, visit the Sales Health Check webpage to:

- **Score** your assessment
- **Interpret** your results
- **Access** practical recommendations
- **Book** a complimentary Sales Performance Diagnostic.

touchstone.net.au/sales-health-check

Focus on where deals stall – that’s where revenue is lost.

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PHASE 1: FILTERING FOR PROFIT

Q1. The “Polite Maybe” Trap

☐ Yes ☐ No

Are you spending more than two hours on a prospect before confirming they have **budget and a clear timeline**?

Tip: Time spent on low-intent deals is one of the biggest hidden costs in B2B sales.

Q2. The Ghost in the Room

☐ Yes ☐ No

Are you engaging the person who signs the cheque, or does **a decision-maker appear late in the process**?

Tip: Late-stage surprises usually indicate incomplete qualification – not bad luck.

PHASE 2: DEEP DISCOVERY

Q3. Beyond the Quote

☐ Yes ☐ No

Do your sales conversations uncover the **commercial impact of the problem** (lost revenue, inefficiency, risk), or do they end in a price discussion?

Tip: Buyers justify change internally using impact – not features.

Q4. The Trust Factor

☐ Yes ☐ No

Does your sales process feel like a **genuine business conversation**, or a transactional box-ticking exercise?

Tip: In complex B2B sales, trust is often the deciding factor – not price.

PHASE 3: PROVING VALUE

Q5. The Tailored Pitch

☐ Yes ☐ No

Are your solutions clearly linked to the prospect's **specific business goals**, rather than delivered as a generic proposal or slide deck?

Tip: Relevance beats presentation polish – every time.

Q6. Local Proof

☐ Yes ☐ No

Can you point to a **Western Sydney success story** that mirrors your prospect's situation, industry or challenges?

Tip: Local, relatable proof carries more weight than big-name logos.

PHASE 4: SECURING COMMITMENT

Q7. The “Leave It With Me” Loop

☐ Yes ☐ No

Does every sales meeting end with a clear, time-bound next step, or do deals stall after “leave it with me”?

Tip: Momentum is built through decisions, not follow-ups.

Q8. Price Protection

☐ Yes ☐ No

When a prospect pushes back on price, can your team **defend value without defaulting to discounting**?

Tip: Discounting often signals uncertainty, not resistance.

PHASE 5: STRATEGY & SCALE

Q9. The Lone Wolf Factor

☐ Yes ☐ No

Does your entire team follow a consistent sales process, or does each salesperson operate their own way?

Tip: Inconsistent process leads to unpredictable results – even with strong individuals.

Q10. The Sales Execution Plan

☐ Yes ☐ No

Do you have a clear activity plan that links sales activity to **revenue targets and expected results**, or are outcomes left to chance?

Tip: Predictable revenue starts with planned activity, not optimism.

What patterns are emerging across your responses?

The Q-RED™ Sales System

Beyond the Checklist

If your assessment revealed gaps, they often point to weaknesses across one or more of the four pillars of a high-performing B2B sales system.

Each question in this diagnostic maps directly to one of these four stages:

- Q – Qualify:** Filter out “Polite Maybes” early.
- R – Requirements:** Uncover the commercial cost of the problem.
- E – Evidence:** Demonstrate value with relevant success stories.
- D – Decision:** Drive every meeting towards a scheduled next step.

Next Step: Strengthening Deal Control & Revenue Visibility

Sales Performance Diagnostic (20 min)

A focused, practical conversation to identify
your highest-priority opportunities to
strengthen deal control and revenue visibility.

[Book a complimentary Sales Performance Diagnostic](#)

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No obligation. No pitch. Just a focused conversation.

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