



# Western Sydney B2B Sales Health Check

## 10 Questions to Assess Deal Control & Revenue Visibility

A practical diagnostic for B2B leaders selling  
complex services and solutions.

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

# How to Use This Health Check

This diagnostic is designed to help 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 is being lost — and where greater structure is required to regain control.

## **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.

## **Interpreting Your Results:**

- **8–10 Yes:** Strong control. Focus on refinement and consistency.
- **5–7 Yes:** Competitive, but gaps are limiting revenue and deal progression.
- **0–4 Yes:** At risk. Revenue is vulnerable without a more structured approach.

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 dealing directly with 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?

*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?

*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 confidently 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?**

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## Beyond the Checklist

# The Q-RED™ Sales System

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If your score revealed gaps, it points to a breakdown in 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:** Prove value with local success stories.
- D – Decision:** Drive every meeting toward a scheduled next step.

## Next Step: Strengthening Deal Control & Revenue Visibility

### Sales Performance Diagnostic (20 min)

A focused, practical conversation to identify 1-2 priority gaps and where deal control or revenue visibility may be slipping.

[Book a complimentary diagnostic conversation](#)

*No obligation. No pitch. Just a focused conversation.*

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