



Western Sydney B2B Sales Health Check

10 Questions to Review Your Sales Process and Prepare for 2026

A practical checklist for B2B sales leaders selling
complex services and solutions.

Powered by the Q-RED™ Sales System
Structured Sales. Human Delivery.

How to Use This Health Check

2025 has brought unique challenges to the Western Sydney B2B market. This health check is designed to help you step back from the 'daily grind' and audit your sales engine. Use this to identify exactly where your revenue is leaking before you hit Q3.

Instructions:

- Be Honest: This is for your eyes only; the value is in the truth.
- Look for Patterns: Clusters of "No" answers reveal where your process is stalling.
- Score Quickly: First instincts are usually the most accurate.

Scoring Section:

- 8–10 Yes: Elite. High-performing; focus on fine-tuning.
- 5–7 Yes: Leaky Bucket. Winning, but leaving too much on the table.
- 0–4 Yes: At Risk. Revenue is vulnerable; you need a structured system.

Focus on *where* deals stall — not just the total score

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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 genuine must-fix 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 hidden decision-maker tend to 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 cost of the problem (lost revenue, inefficiency, risk), or do they end with 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 that builds trust, 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 2026 business goals, rather than delivered through 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 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 in their own way?

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

Q10. The 2026 Roadmap

Yes No

Do you have a written activity plan for Q3 that clearly links sales activity to revenue targets, or are results left to chance?

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

What patterns are you noticing?

Beyond the Checklist

The Q-RED™ Solution

If your score revealed gaps, it likely points to a breakdown in one of the four pillars of a high-performing B2B sales engine.

Each question in this checklist 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: Applying This to Your Pipeline

Complimentary
Sales
Performance
Diagnostic
(20 min)

A fast, focused conversation to identify 1-2 priority gaps in your current sales process.

Complimentary
Sales Review
(60 min)

A deeper review of your pipeline, deal discipline, and 2026 sales priorities.

Book a complimentary
conversation

No obligation. No pitch. Just a focused conversation.

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When You're Ready to Take the Next Step

Whether you scored strong or uncovered gaps, the real value of this checklist comes from how it's applied — to real deals, real numbers, and real decisions.

How Touchstone Supports B2B Sales Teams

- Clarifying pipeline quality and deal discipline
- Strengthening discovery and value-based conversations
- Building consistent, repeatable sales behaviours across the team

Option 1: Complimentary Sales Performance Diagnostic (20 min)

Identify 1–2 priority improvements based on your results.

Option 2: Complimentary Sales Review (60 min)

Explore pipeline health, process effectiveness, and 2026 priorities.

Book a conversation when it's useful — not because you feel obliged.

[Return to the Sales Health Check →](#)

[Learn more about Touchstone Training & Coaching →](#)

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