



Sales Exit Readiness Scorecard

Is your sales function building exit value — or quietly discounting it?

Buyers don't pay for founder relationships. They pay for systems, predictability, and revenue that doesn't walk out the door when you do. Score yourself honestly across the five dimensions below to see where your sales function stands — and what it's actually worth at exit.

Rate each dimension 1–5. Total your score at the bottom. Be honest — optimism doesn't help you here.

1 <i>Not in place</i>	2 <i>Early stages</i>	3 <i>Partially built</i>	4 <i>Mostly there</i>	5 <i>Fully operational</i>
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THE SCORECARD

#	Dimension	1	2	3	4	5	Score
1	Process Independence <i>Your sales process is documented and can be executed by someone other than you. A new hire could follow it on day one.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
2	Pipeline Transferability <i>Your pipeline has defined stages, real conversion data, and documented next steps. A buyer could look at it and trust the forecast.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
3	Team Structure <i>At least one person besides you owns revenue generation. There is a clear accountability structure that survives your departure.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
4	Revenue Predictability <i>Revenue has grown consistently year over year — driven by a repeatable system, not one-off wins or founder relationships.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
5	Forecast Documentation <i>You can produce a credible 90-day revenue forecast based on real pipeline data — one that holds up to buyer due diligence.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

TOTAL SCORE (add up your five scores above)	_____ / 25
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WHAT YOUR SCORE MEANS AT EXIT

5 – 10	Not Exit Ready	Your sales function is heavily founder-dependent. A smart buyer will price this risk into the offer — significantly. The gap between what you think the business is worth and what you'll be offered is likely largest here. The good news: you have time to fix it if you start now.
11 – 17	Building Toward It	You have structure in place but real gaps remain. Buyers will see the bones of something good — and they'll also see what's missing. Closing those gaps in the next 12–24 months meaningfully improves your multiple. Identify your two lowest scores and build there first.
18 – 25	Exit Ready	Your sales function is an asset, not a liability. You're telling the right story at the exit table — predictable revenue, documented process, team that runs without you. Focus now on tightening the data and making sure the story holds up across 24 months of history.

The Multiple Gap — What's At Stake

A founder-dependent sales function at \$2M revenue might exit at 3–4x. The same business with a fully independent, documented sales function might exit at 5–7x. That difference — on \$2M of revenue — is \$2M to \$6M in your pocket at close. The investment to get there is a fraction of that gap.

FOUR QUESTIONS TO SIT WITH

- 01** If you stepped completely out of the sales function tomorrow — what happens to revenue in the next 12 months? Be specific.
- 02** What is the single biggest thing a buyer would find in due diligence that would reduce your offer — and what would it take to fix it?
- 03** Which of the five scorecard dimensions has the widest gap — and how long has it been that way?
- 04** If your exit is 3–5 years out, what needs to be true about your sales function 12 months from now for you to be on track?



WHERE TO FOCUS NEXT

1	Document your sales process Even a rough one-pager is a starting point. Write down how a deal moves in your business from first contact to close.	2	Assign pipeline ownership Identify who owns pipeline generation and reviews it weekly. If the answer is still you — that's the gap to close first.
3	Start tracking conversion data Close rate. Average deal length. Pipeline stage conversion. You can't forecast what you don't measure — and buyers will ask.	4	Bring in outside perspective A fractional sales leader or sales consultant who has built exit-ready sales functions before can shortcut years of trial and error.

Ready to build a sales function worth buying?

Sales Homie partners with founders to build the sales infrastructure that drives exit value — not just current revenue. Whether you need fractional sales leadership, a documented process, or a full sales strategy overhaul, we've built exit-ready sales functions before and we can shortcut your path forward.

www.saleshomie.com | contact@saleshomie.com