

# Sales & Marketing Alignment Inventory

To complete your sales and marketing alignment inventory, provide a score from one to ten next to each category to indicate alignment quality, where one (or zero) indicates very poor quality and ten indicates excellent quality. Use this template in monthly or quarterly alignment meetings to identify gaps and develop action plans to address them.

| <b>Sales &amp; Marketing Alignment Categories</b> | <b>Score (1-10)</b> | <b>Notes</b> |
|---|---------------------|--------------|
| Communication                                     |                     |              |
| Shared goals                                      |                     |              |
| Customer understanding                            |                     |              |
| Content usage                                     |                     |              |
| Feedback loop                                     |                     |              |
| CRM utilization                                   |                     |              |
| Lead handling                                     |                     |              |