

# Enterprise Sales Readiness Checklist

14 weighted categories, each with an enterprise-ready test. Use this checklist to find the gaps that stall enterprise deals in trust-building, procurement, legal review and security — before they cost you the deal.

## 01 Problem & Value Proposition

10% weight

*Can you clearly answer:*

- What urgent business problem do we solve?
- Is this problem painful enough for an enterprise to act now?
- Can we explain the value in one sentence?
- Do we know which department owns this problem?
- Do we know who feels the pain most: CEO, CFO, CHRO, CIO, CISO, Head of Sales, Head of Operations, Procurement, Legal?
- Can we quantify the value in money, time, risk reduction, compliance, speed, productivity, or revenue?
- Can we explain why the client should act now instead of “next year”?

### ENTERPRISE-READY TEST

A senior decision-maker can understand within 30 seconds why this matters to their business.

## 02 Ideal Enterprise Customer

8% weight

- We know which type of company is most likely to buy from us.
- We know the minimum company size where our solution becomes relevant.
- We know which industries have the strongest pain.
- We know which industries are too slow, too regulated, or too expensive to sell into right now.
- We know the trigger events that create urgency: growth, restructuring, regulation, AI adoption, cost pressure, talent shortage, or transformation.
- We have a list of target accounts.
- We know who to approach inside those accounts.

### ENTERPRISE-READY TEST

We are not selling to “everyone.” We know exactly who is most likely to buy first.

### 03 Buyer Mapping

10% weight

For each target account, identify:

- Economic buyer — who controls the budget?
- Business owner — who needs the outcome?
- Technical buyer — who checks IT, security, integrations, data?
- Legal / procurement owner — who approves contracts and terms?
- Internal champion — who wants this to happen?
- Blocker — who may slow this down or say no?
- End users — who will actually use it?

#### ENTERPRISE-READY TEST

We do not rely on one enthusiastic contact. We understand the buying committee.

### 04 Trust & Credibility

10% weight

- We have a credible founder story.
- We can explain why we are uniquely qualified to solve this problem.
- We have relevant client examples, pilots, testimonials, case studies, or proof points.
- We can explain our track record without exaggerating.
- We have a professional website or landing page that supports the sales conversation.
- We have a clear company presentation or one-pager.
- We can explain why an enterprise should trust us despite being smaller, newer, or less known than incumbents.

#### ENTERPRISE-READY TEST

The buyer feels: "This team may be smaller, but they know what they are doing."

## 05 Commercial Proposition

8% weight

- We know what we are selling: pilot, subscription, project, platform, advisory, implementation, license, or managed service.
- We have a clear entry offer that is easy to say yes to.
- We know our minimum viable deal size.
- We know our target annual contract value.
- We know whether we sell monthly, annually, fixed fee, usage-based, success-based, or hybrid.
- We have a clear pilot-to-contract path.
- We know what happens after the first deal.
- We know our walk-away price.

### ENTERPRISE-READY TEST

The buyer understands exactly what they are buying, what it costs, and what success looks like.

## 06 Pilot Readiness

8% weight

- We can define a pilot scope in one page.
- We know the pilot duration.
- We know who needs to be involved from the client side.
- We know what data, access, integrations, or input we need.
- We know the success metrics.
- We know the decision moment after the pilot.
- We know what the paid contract looks like after a successful pilot.
- We avoid free pilots unless there is a clear strategic reason.

### ENTERPRISE-READY TEST

The pilot is not “let’s test something.” It is a structured path to a commercial decision.

## 07 Security, Legal & Compliance

10% weight

- We can answer basic security questions.
- We know whether we process personal data.
- We know where data is stored.
- We know which subprocessors or vendors we use.
- We have a privacy policy.
- We have a data processing agreement if needed.
- We know whether we need ISO, SOC 2, GDPR, eIDAS, HIPAA, financial compliance, or other certifications.
- We know which security questions could block the deal.
- We have standard terms or a contract template.
- We know which contractual points are negotiable and non-negotiable.

### ENTERPRISE-READY TEST

Legal, IT, security, and procurement do not kill the deal because we were unprepared.

## 08 Sales Process

8% weight

- We have a clear first-meeting structure.
- We know our discovery questions.
- We know how to qualify the opportunity.
- We know what makes a deal worth pursuing.
- We know when to say no.
- We know the next step after each conversation.
- We follow up within 24 hours.
- We always confirm next steps in writing.
- We track deals in a CRM or pipeline overview.
- We know the expected sales cycle.

### ENTERPRISE-READY TEST

Every conversation moves the opportunity forward or helps us disqualify it.

**09** Discovery Questions

5% weight

*Ask these early:*

- What problem are you trying to solve?
- Why is this important now?
- What happens if you do nothing?
- Who else is involved in this decision?
- How are you solving this today?
- What budget exists for this?
- What would success look like in 3 months?
- What would make this impossible to approve?
- What does your procurement process look like?
- When do you want this live?

**ENTERPRISE-READY TEST**

We do not pitch too early. We first understand urgency, ownership, budget, and decision process.

**10** Objection Handling

5% weight

*Prepare answers for:*

- "We already have a solution."
- "This is not a priority right now."
- "We do not have budget."
- "You are too small."
- "We need internal approval."
- "Send me more information."
- "Can we do a free pilot?"
- "Procurement needs to review this."
- "IT / security needs to approve this."
- "We are not ready yet."

**ENTERPRISE-READY TEST**

Common objections do not surprise us. We have calm, credible answers.

## 11 Internal Champion Strategy

8% weight

- We know who benefits personally if this succeeds.
- We help our champion sell internally.
- We provide them with a short business case.
- We provide a summary they can forward.
- We make them look good internally.
- We ask who else needs to be convinced.
- We do not confuse friendliness with buying power.

### ENTERPRISE-READY TEST

Our champion can explain the value without us being in the room.

## 12 Procurement Readiness

5% weight

- We understand the client's vendor onboarding process.
- We know whether we need to become an approved supplier.
- We know whether an NDA is required.
- We know the payment terms.
- We know invoicing requirements.
- We know whether procurement will negotiate price.
- We have a pricing floor before negotiations start.
- We know whether the contract must go through legal review.

### ENTERPRISE-READY TEST

Procurement is treated as part of the process, not as an unexpected obstacle.

## 13 Sales Materials

3% weight

*You should have:*

- One-sentence value proposition.
- Tender team introduction presentation.
- Founder story.
- One-page proposition.
- Pitch deck.
- Case study or proof point.
- Pilot proposal template.
- Pricing overview.
- FAQ for legal, security, and procurement.
- Follow-up email template.
- Internal-forwarding summary for champions.

### ENTERPRISE-READY TEST

Every document makes the buyer's internal selling process easier.

## 14 Red Flags

2% weight

*Disqualify or slow down when:*

- There is no clear owner.
- There is no urgency.
- There is no budget.
- The buyer only wants "inspiration."
- They ask for extensive unpaid work.
- Procurement is involved too early without a business sponsor.
- The problem is political but nobody owns the decision.
- They want custom work that does not fit your strategy.
- They cannot define success.
- They keep asking for more meetings without next steps.

### ENTERPRISE-READY TEST

We protect our time and do not mistake activity for pipeline.

## How to score your readiness

Each category carries a weight that reflects how much it matters in enterprise sales. Score every category from 0–100% based on how many boxes you can confidently tick, multiply by its weight, and add them up for a weighted readiness score out of 100.

Score	Level	What it means
55 – 70	<b>Enterprise-ready</b>	You are ready to sell into larger companies with confidence.
40 – 54	<b>Almost ready</b>	You can start selling, but fix the weakest areas before scaling outreach.
25 – 39	<b>Risky</b>	You may get meetings, but deals will likely stall in procurement, legal, or internal decision-making.
<b>Below 25</b>	<b>Not ready yet</b>	Focus on positioning, proof, pricing, and buyer clarity before approaching enterprise accounts.

### Ready to close enterprise deals faster?

Take the interactive diagnostic and get your live weighted score at [enterprisesales.10x.team](https://enterprisesales.10x.team)