

How to use: go through each section and check every box that applies. Tally your score at the end. Any unchecked box is a documented operational gap.

Sales Team Transition

- 1 ☐ Has the founder documented their personal sales process step by step?
- 2 ☐ Have you validated candidates' sales claims against real pipeline numbers?
- 3 ☐ Is your sales hiring plan phased instead of tripling headcount at once?
- 4 ☐ Have you built a repeatable onboarding script before scaling the sales team?
- 5 ☐ Has revenue stalled or flatlined despite adding sales headcount recently?

Operational Systems Capacity

- 6 ☐ Can your current systems handle double the order volume without new hires?
- 7 ☐ Have you audited which processes are still manual at this revenue stage?
- 8 ☐ Is any team member acting as ad-hoc HR for every new hire made?
- 9 ☐ Does each new client require custom onboarding instead of a fixed template?
- 10 ☐ Have you identified which system will break first at the next milestone?

Founder Runway Signals

- 11 ☐ Do you know your exact months of cash runway remaining today?
- 12 ☐ Have you tracked your own energy level against reinvestment decisions?
- 13 ☐ Are you still personally closing most deals past the four year mark?
- 14 ☐ Has your enthusiasm dropped as the business neared profitability?
- 15 ☐ Have you set a reinvestment deadline instead of coasting on current profit?

Milestone Growth Expectations

- 16 ☐ Have you mapped which specific system breaks at your next revenue tier?
- 17 ☐ Are you expecting the same growth speed from zero to \$100K as after?
- 18 ☐ Have you compared your growth curve against typical milestone pacing?
- 19 ☐ Is customer satisfaction still measured directly, not inferred from revenue?
- 20 ☐ Have you named what must break before you chase the next milestone?

Hiring Quota Discipline

- 21 ☐ Is your new rep's first-year quota set below total company revenue?
- 22 ☐ Have you calculated quota as a multiple of current average deal size?
- 23 ☐ Do you track sales rep turnover rate and its causes every quarter?
- 24 ☐ Have you separated pay risk for reps from unrealistic first-year targets?
- 25 ☐ Does your quota model account for ramp time before full production?

SCORING GUIDE

Score	Level	What it means
0 to 11	CRITICAL	Structural failures are actively destroying margin
12 to 19	MODERATE	Gaps in two or three areas that need immediate attention
20 to 25	STRONG	Systems are solid, focus on optimization

Book a free data audit at modonix.com/service. We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com