



# The MODERN B2B SCORECARD

EXCELLENT

POOR

5	4	3	2	1
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How charismatic is your brand?

5	4	3	2	1
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How impeccable is your customer experience?

5	4	3	2	1
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How easy is it for your customer to buy on a Saturday night?

5	4	3	2	1
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How compelling are your demos?

5	4	3	2	1
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How differentiated is your point of view on your category?

5	4	3	2	1
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Is your point of view obvious to your customer?

5	4	3	2	1
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How legit are your CSR commitments?

5	4	3	2	1
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Are your CSR commitments obvious to your customer?

COLUMN TOTALS

$$\underline{\quad} + \underline{\quad} + \underline{\quad} + \underline{\quad} + \underline{\quad} = \underline{\quad} \div \mathbf{8} = \boxed{\quad}$$

GRAND TOTAL                      SCORE

IF YOUR SCORE IS:

- 4-5** Modern B2B
- 3-4** In the Pack
- 2-3** Work to Do
- 1-2** Code Red