



TOOLS FROM THE FIELD

Field Marketing Program Scorecard

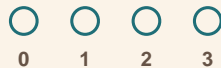
Use this quick self-assessment to see where your field marketing motion is strong, where it is fuzzy, and what to fix first.

HOW TO SCORE 0 = not in place | 1 = inconsistent | 2 = working | 3 = strong and repeatable

AREA 1

Sales alignment

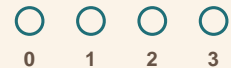
Field priorities are tied to account plans, pipeline needs, regional goals, and what sales is actually trying to move.



AREA 4

Measurement

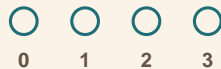
Leadership can see influence beyond activity counts: pipeline impact, account movement, meetings, and meaningful follow-up.



AREA 2

Regional strategy

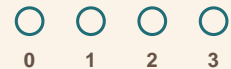
Programs are tailored by market, segment, territory, buying cycle, and the reality of each sales motion.



AREA 5

Team structure

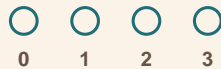
Roles, territories, responsibilities, intake, sales handoffs, and decision rights are clear enough to scale.



AREA 3

Program mix

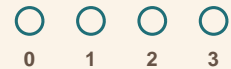
The plan balances events, ABM plays, customer engagement, partner activity, executive moments, and creative campaigns.



AREA 6

Follow-through

Every program has a pre-plan, active plan, post-program motion, owner, timing, and next step with sales.



TOTAL SCORE

Add the six area scores. Then use the guide below.

0-6

Reactive

Field is probably responding to requests instead of driving a plan.

7-12

Traction

There is motion, but it needs clearer structure, priorities, and measurement.

13-18

Growth engine

Field is repeatable, sales-aligned, and trusted by leadership.

A useful gut check

A low score is not a failure. It usually means the team needs sharper strategy, structure, and sales alignment.