

Enterprise Messaging Scorecard

Why do enterprise deals stall after strong pilots?

Sometimes it's the product (missing critical features). Sometimes it's the pricing (can't justify ROI). Sometimes it's the competition (better positioned).

But often it's the messaging.

Procurement can't explain your value to finance. Legal can't find your compliance proof. The CFO doesn't understand your ROI.

This 3-minute scorecard tests whether messaging is your bottleneck, so you fix the right problem, not just a problem.

Fifteen questions. Three minutes. One honest diagnosis of whether your story wins deals or kills them.

Instructions: Answer each question based on your actual materials (website, deck, one-pagers). Each answer has a point value. Add them up at the end.

Q1: What does your homepage headline say right now?

- Quantified outcome with specific number (% , \$, time) and target buyer (5 pts)
- Business outcome and target buyer, but not quantified (4 pts)
- Category or capability description (2 pts)
- Technology or methodology description (1 pt)
- Company tagline or mission statement (0 pts)

Q2: Have you timed yourself explaining ROI to someone outside healthcare? How long did it take?

- Yes, under 30 seconds with specific metric (5 pts)
- Yes, 30-60 seconds with specific metric (4 pts)
- Yes, 60-90 seconds, somewhat vague (3 pts)
- Yes, over 90 seconds or very vague (1 pt)
- No, haven't tried this (0 pts)

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Q3: Look at slides 1-5 of your pitch deck. Which better describes your language?

- Mostly use terms and metrics our buyers use in their daily work (5 pts)
- Mix of buyer language and our own terminology (3 pts)
- Mostly use our company's terminology, product features, or technology descriptions (1 pt)
- Haven't thought about this / Not sure (0 pts)

DIMENSION 2 — Buyer Relevance

Q4: How many distinct one-pagers or pitch variants do you have for different buyer personas?

- 4+ versions (clinician, IT, finance, C-suite, procurement) (5 pts)
- 3 distinct versions (4 pts)
- 2 distinct versions (3 pts)
- 1 deck with different sections per persona (1 pt)
- Same message for everyone (0 pts)

Q5: What's the first thing you say in your pitch (after introductions)?

- A timely forcing function with a specific date or deadline (5 pts)
- A forcing function or urgency driver without specific timing (4 pts)
- A general problem statement about your industry (2 pts)
- Your company background or founding story (1 pt)
- Product features or capabilities (0 pts)

Q6: Look at slides 2-5 of your pitch deck. What appears first?

- Buyer's metric with \$ or % impact (5 pts)
- Buyer's metric, not quantified (4 pts)
- Mix of metrics and features (3 pts)
- Features first, outcomes later (1 pt)
- Only features, no outcomes (0 pts)

DIMENSION 3 — Proof & Credibility

Q7: How many customer outcomes can you cite with specific numbers (\$ saved or clinical metrics)?

- 5+ outcomes with specific numbers (5 pts)
- 3-4 outcomes with specific numbers (4 pts)
- 1-2 outcomes with specific numbers (3 pts)

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- Customer testimonials or quotes but no quantified results (1 pt)
- No customer results to share yet (0 pts)

Q8: How many customer logos do you feature that match your ideal customer profile?

- 5+ relevant, recognizable customers (5 pts)
- 3-4 relevant customers (4 pts)
- 1-2 relevant customers (3 pts)
- Customer names but not relevant to target buyers (1 pt)
- No customer logos (0 pts)

Q9: Which external validation do you have? (check all that apply, then score based on total)

Count these:

- Published clinical study or peer-reviewed research
- SOC 2 Type II or ISO 27001
- Industry awards or "Best of" recognition
- Analyst report mention (Gartner, KLAS, etc.)

Your score:

- 3 or more of the above (5 pts)
- 2 of the above (4 pts)
- 1 of the above (3 pts)
- Press coverage but no formal validation (1 pt)
- No external validation (0 pts)

DIMENSION 4 — Trust & Risk Reduction

Q10: When do you mention HIPAA/SOC 2/FDA status in your pitch?

- First 60 seconds, every time (5 pts)
- First 2-3 minutes (4 pts)
- Mid-pitch (around slides 5-8) (3 pts)
- Only when asked (1 pt)
- Never mention or don't have certifications (0 pts)

Q11: Do you have a dedicated security/compliance page or slide in your materials?

- Yes, dedicated page + proactive FAQ document (5 pts)
- Yes, dedicated slide in every pitch deck (4 pts)

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- Mentioned in passing, no dedicated slide (2 pts)
- Only discuss security when buyers ask (1 pt)
- No prepared security messaging (0 pts)

Q12: What do you say about vendor due diligence and security reviews?

- "We complete vendor reviews in <2 weeks" with proof/case studies (5 pts)
- "We've passed X vendor reviews" with customer names (4 pts)
- "We're compliant with HIPAA/SOC 2" (mention but no track record) (3 pts)
- Only mention compliance if specifically asked (1 pt)
- Haven't completed enterprise vendor reviews (0 pts)

DIMENSION 5 — Conversion Narrative

Q13: Look at your pitch deck. What order are the first 5 content slides? (not counting title/agenda)

- Problem → Evidence/Data → Solution → Proof → Next Steps (5 pts)
- Problem → Solution → Proof → Next Steps (4 pts)
- Company intro → Problem → Solution (2 pts)
- Company intro → Product features → Problem (1 pt)
- No clear structure / Feature walkthrough (0 pts)

Q14: Do you describe what happens after the customer buys?

- Yes, specific metrics or milestones at defined timeframes (30/60/90 days) plus expansion path (5 pts)
- Yes, general outcomes and success milestones without specific timing (4 pts)
- Vague language about working together or providing support (2 pts)
- Only discuss implementation process, not business outcomes (1 pt)
- Don't discuss post-purchase at all (0 pts)

Q15: Look at your one-pager, website homepage, and deck. What's the call-to-action?

- Specific ask with time-bound urgency on all 3 materials (5 pts)
- Specific ask without urgency on all 3 materials (4 pts)
- Specific ask on 1-2, vague on others (3 pts)
- Generic language like "Let's talk," "Learn more," or "Contact us" (1 pt)
- No call-to-action or just contact information (0 pts)

TOTAL SCORE: ___ / 75



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How to Use This Rubric

This scorecard has 15 questions worth 0-5 points each (max 75 points total).

Self-score by looking at your actual materials and choosing the answer that matches reality. Be brutally honest—this is for you, not your investors.

Score Range	Label	What This Means
0-30	Lost in Translation	Buyers don't understand what you do or why it matters. Procurement won't champion you. Fix this before scaling outbound.
31-48	Credible but Confusing	You'll earn meetings but won't build momentum. Buyers need proof and ROI clarity before they'll move forward.
49-60	Enterprise Fluent	Your messaging lands with most stakeholders. Minor gaps remain but deals are moving.
61-75	Sales Weapon	Your story accelerates contracts. Buyers repeat your value prop and champion you internally.

Most founders score 38-43 on their first attempt.

Scored under 49?

Book a free 30-minute Messaging Audit and we'll show you exactly how to rebuild your story so procurement champions you instead of ghosting you.

[\[Audit My Messaging →\]](#)

Scored 49+?

You're ahead of most founders. Book a Messaging Scale Session to turn your strong story into a repeatable sales weapon that closes deals 2× faster.

[\[Scale My Messaging →\]](#)