

IS YOUR BIOTECH TEAM ALIGNED?

7-Point Growth Readiness Scan

Spot hidden disconnects between brand, marketing, and sales before they stall your pipeline.

BIOBRAND RESOURCES

Use this checklist if:

- You've launched new messaging, but Sales isn't using it
- Campaigns are stalling or attracting the wrong leads.
- Leadership says one thing, your site says another

01

Do Sales and Marketing agree on what a qualified lead looks like?

- We have a shared ICP definition
- Everyone knows what “sales-ready” means
- We’re aligned on which triggers matter

02

Is your message consistent across web, decks, and outbound?

- Homepage, decks, and sales emails reflect the same core story
- No conflicting taglines, product names, or positioning

03

Has leadership signed off on the core brand narrative?

- Our founder or CEO can deliver the pitch clearly
- There’s buy-in across Product, GTM, and Exec

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Is Marketing creating what Sales actually needs?

- We've co-prioritized assets together (not just requests)
- Sales uses and shares our materials

05

Do you meet regularly to review performance together?

- We review lead quality and campaign ROI as a cross-functional team
- Wins and losses feed back into marketing and brand updates

06

Do your teams use a shared language?

- No jargon or vague claims that confuse buyers
- Messaging is tuned to buyer pains, not internal product speak

07

Are all functions clear on the brand's promise?

- We know what makes us different (and can say it in <10 words)
- Our message is relevant to buyers, not just technically accurate

THAT'S IT!

Scoring

6–7 yeses: You're aligned. Now scale it.

4–5 yeses: Moderate risk. Tune your handoffs and message clarity.

<4 yeses: Alignment gaps likely hurting growth. Time for a reset.

Next Steps:

Want to close the gaps? We'll run a quick alignment sprint with your brand, marketing, and GTM leads to unify the story and fix flow blockers.

Find more
to learn:

[BIOBRAND.CO/RESOURCES](https://biobrand.co/resources)