YOUR SECURITY GETS AUDITED. YOUR REVENUE ENGINE GETS EDITED.

6 controls an auditor would check in your go-to-market.





WHAT A SOC 2 TYPE II REPORT IS

An independent auditor checks that your security controls actually worked, over 6 to 12 months. Every change to the system is approved, tested and logged against the standard.

Your revenue engine gets adjusted too. Marketing re-weights the lead score. Sales ops renames a stage. A new leader redraws the ideal customer. No standard to move them against. No clear view of what each change does to the rest.

CHANGE	APPROVED	TESTED	LOGGED
#1041	✓	✓	✓
#1042	✓	✓	✓
#1043	✓	✓	✓
#1044	✓	✓	✓

TOTAL RELEVANT MARKET

THE CUSTOMER PROFILE



Test: score last year's wins and losses against your tiers.

Fails when: **Tier 1 accounts win and renew at the same rate as Tier 3.**

THE PIPELINE SOURCES



Test: split the last four quarters of pipeline by source, and by seller.

Fails when: **one source, or one person, carries most of it.**

REVENUE OPERATIONS

THE STAGE GATES



Test: pick ten open deals at random. Check each one met its stage's exit criteria.

Fails when: **deals reach proposal with no confirmed budget or buyer.**

REVENUE OPERATIONS

THE FORECAST

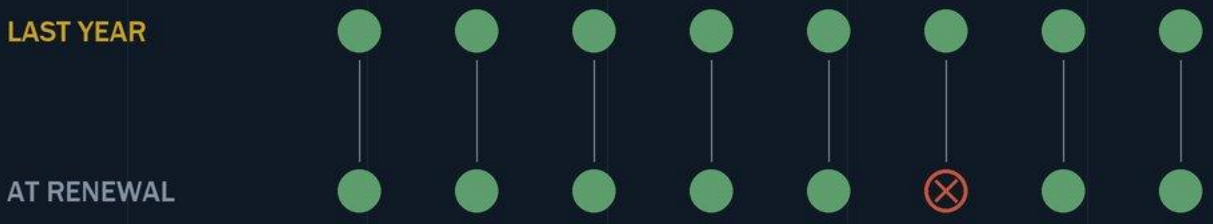


Test: compare each of the last four mid-quarter calls with what actually closed.

Fails when: **the number is only right in the last two weeks.**

CUSTOMER TIME-TO-VALUE

THE HEALTH SCORE



Test: take last year's green accounts. Check who actually renewed.

Fails when: **a green account churns and nobody saw it coming.**

CUSTOMER EXPANSION

THE EXPANSION OWNER



Test: for every expansion target in the plan, find one name and one quota line.

Fails when: **the board plan counts on expansion that no quota carries.**

SOC 2 is not law. It became the standard because buyers kept asking for it. Boards are starting to ask the same of go-to-market.



CUSTOMER PROFILE



PIPELINE SOURCES



STAGE GATES



FORECAST



HEALTH SCORE



EXPANSION OWNER

Which of the six would pass in your company today?

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