

The Outbound System Scorecard

Twenty statements to test whether your outbound runs as a system, or as a burst of activity. Ten minutes, one honest score, and a clear view of the pillar that is holding the rest back.

01 SIGNALS

02 STACK

03 BUILT DATA

04 HYGIENE

HOW THIS SCORECARD WORKS

Outbound Is a System. Score It Like One.

Outbound results are not produced by effort, tools, or talent alone. They are produced by a system with four parts, and the weakest part sets the ceiling for all the others. A team with brilliant messaging and rotten data gets rotten results. A team with a serious toolstack and nobody orchestrating it gets an expensive collection of licenses.

01 Signals

Whether you catch the moments that make outreach timely: hiring, tech changes, leadership moves, expansion.

02 Stack

Whether your tools work as one connected pipeline, or as islands your team swims between.

03 Built Data

Whether your lists contain anything your competitors cannot export from the same databases.

04 Hygiene

Whether your data stays accurate on a rhythm, or quietly decays while the dashboards keep loading.

Each pillar has five statements. Score every statement honestly, based on how your team actually operated last quarter, not on the setup you intend to build.

0

Not true for us

This does not happen, or nobody could say for certain that it does.

1

Partly true

It happens sometimes, for some accounts, when someone remembers.

2

Consistently true

It happens every time, on a rhythm, without depending on any one person.

Maximum score: 10 per pillar, 40 in total. The reading guide is on page 7. One warning before you start: the total flatters. The weakest pillar tells the truth.

01 Signals

Everyone in your market can buy the same database export. Timing is the part nobody can buy. Companies show they are ready before they know it themselves: they hire, they switch technology, they change leadership, they expand. This pillar measures whether your team catches those moments or hears about them when everyone else does.

	0	1	2
We know which buying signals actually predict a deal in our market, and we could name them without discussion.	☐	☐	☐
We learn about those signals within days of them happening, not when a rep happens to notice.	☐	☐	☐
Our outreach can answer "why now", not just "why you".	☐	☐	☐
Prospecting works accounts in order of timing, not in the order a static list happens to sort them.	☐	☐	☐
We can point to a recent deal that started because we caught a signal before our competitors did.	☐	☐	☐
Pillar total _____ / 10			

IF THIS PILLAR SCORES LOW

Your team is reaching the right companies at arbitrary moments. The message may be perfect, but it lands as an interruption instead of an answer. Reply rates get blamed on copy, when the real problem is the calendar.

02 Stack

Tools do not build pipeline. Orchestration does. A serious outbound operation runs on multiple systems for prospecting, enrichment, outreach, and CRM, and its performance depends less on which tools they are than on whether they work as one pipeline. This pillar measures orchestration, not licenses.

	0	1	2
Data flows between our prospecting, enrichment, outreach, and CRM tools without manual exports and imports.	☐	☐	☐
One person is accountable for the stack working end to end, and everyone knows who.	☐	☐	☐
New tools enter because the system has a gap, not because a demo impressed someone.	☐	☐	☐
Reps work from one place. They do not lose hours a week switching between tabs and re-typing data.	☐	☐	☐
If the person who built the setup left tomorrow, the pipeline would keep running next month.	☐	☐	☐
Pillar total _____ / 10			

IF THIS PILLAR SCORES LOW

The parts exist, but hours leak between them: exports, re-imports, copy-paste, and one person who holds it all together in their head. You are paying for a system and operating a collection.

03 Built Data

The column that qualifies your best prospect is almost never a column you can buy. Which system a company runs, how it operates, whether it is investing in growth right now: no filter panel produces these answers. This pillar measures whether your list contains anything your competitors cannot export from the same databases you use.

	0	1	2
Our ICP definition includes at least one criterion that no commercial database sells.	☐	☐	☐
We can answer our hardest qualification question for the whole market, not only for the accounts we happen to know.	☐	☐	☐
Contact data is verified before a sequence starts, not discovered to be wrong after it bounces.	☐	☐	☐
Our prospect list is refreshed on a schedule. It is not a one-time export quietly going stale.	☐	☐	☐
A competitor buying the exact same databases we buy could not reproduce our list.	☐	☐	☐
Pillar total _____ / 10			

IF THIS PILLAR SCORES LOW

Your list came from a filter panel, which means your competitors are working the same rows the same week. Your prospects hear three versions of the same pitch, and reply rates slide for everyone.

04 Hygiene

Every other pillar decays without this one. People change jobs, mailboxes close, duplicates creep in through imports, and nothing on any dashboard flags it. A CRM rarely breaks; it rots, quietly. This pillar measures whether staying clean is a system in your team or a hope.

	0	1	2
Duplicates are found and merged on a schedule, not when someone trips over them mid-deal.	☐	☐	☐
A bounced email triggers action every time: the contact leaves sending lists and gets re-verified.	☐	☐	☐
When a contact changes jobs, our CRM reflects it within a month.	☐	☐	☐
Hygiene has a named owner and a recurring block in the calendar, and that owner is not a sales rep.	☐	☐	☐
Reps trust the CRM enough that nobody keeps a private shadow list in a spreadsheet.	☐	☐	☐
Pillar total _____ / 10			

IF THIS PILLAR SCORES LOW

Everything you invested in the other three pillars is depreciating. The signals point at companies that changed, the stack automates outdated records, and the built columns slowly stop being true. Decay does not announce itself. It just compounds.

The Total Flatters. The Weakest Pillar Tells the Truth.

Read your score twice. First per pillar, because outbound is a chain and the weakest link decides what actually reaches your pipeline. Then in total, for the overall picture.

PER PILLAR

9 - 10	This pillar runs as a system. Protect it, do not rebuild it.
6 - 8	It works, but it leaks. It depends on individual effort where it should depend on rhythm.
0 - 5	This is your constraint. Improving anything else first is polishing a chain around a broken link.

33 - 40

The system runs

Your outbound is a machine with an owner. The work now is tuning, not rebuilding: sharper signals, deeper columns, tighter rhythm.

24 - 32

The parts exist, the system does not

You have tools, data, and activity, but they do not run as one pipeline. Orchestration, not another purchase, is what is missing.

12 - 23

Outbound happens in bursts

Results arrive when someone pushes and fade when they stop. The effort is real; the system that would compound it is not there yet.

0 - 11

A clean slate

Little is in place, which also means little to unlearn. Teams in this band that build the system properly often overtake teams that have been improvising for years.

One more honest question: who filled this in? If the answers required guessing, that is a finding in itself. A system you cannot score is a system nobody is running.

The System, Without Building It Yourself

LeadHQ embeds managed prospecting, outreach, and SDR execution directly into your sales team. We run the signals, the stack, the built data, and the hygiene, so your reps spend their time on the only work that closes deals: conversations.

Prospecting as a Service

Verified, actionable prospect lists built with a 7-step process and a toolstack worth more than EUR 250,000. From ICP definition to the qualification columns no database sells.

LinkedIn Outreach

Your LinkedIn outreach from strategy to daily execution, saving your reps 40 to 45 hours per month. Every warm lead handed off ready for conversation.

SDR as a Service

Pre-vetted, commercially experienced SDRs embedded in your team within days. Managed onboarding, seamless integration, and a first-week money-back guarantee.

Scored below 33? Bring the scorecard.

Book a Discovery Call and walk us through your weakest pillar. We will show you exactly what that part of the system looks like when it runs, including what a built list for your ICP would contain.

[Schedule a Discovery Call](#)

meetings.hubspot.com/leadhq/meet-with-daniel-de-vries

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