

The ICP Gap Scorecard: Are You Losing the CISO?

Most sales teams think they know the CISO. The ones who actually do are closing the deals you're not.

Score each question 0 to 3 from where your average rep stands today. **0** = no clue. **1** = vague. **2** = solid. **3** = airtight. Total it up at the bottom. No fudging.

Time: 2 minutes **Questions:** 10 **Max score:** 30 **Honest answers only.**

1 Can your reps name the CISO's top 3 board-level priorities this quarter?

0 1 2 3

2 Do they know where security sits in the budget cycle right now?

0 1 2 3

3 Can they explain how the CISO is measured (board KPIs, not vendor KPIs)?

0 1 2 3

4 Do they know which compliance frameworks the CISO is being audited against this year?

0 1 2 3

5 Can they name the CISO's two biggest internal political tensions?

0 1 2 3

6 Do they know what a "yes" to your deal costs the CISO in political capital?

0 1 2 3

7 Can they articulate the CISO's view of your category in one sentence, without using your marketing?

0 1 2 3

8 Do they know which peer CISOs the buyer benchmarks against?

0 1 2 3

9 Can they handle "we already have a tool that does this" in under 30 seconds?

0 1 2 3

10 Do they know the 3 specific incidents in the last 18 months that shaped the CISO's risk posture?

0 1 2 3

YOUR TOTAL ____ / 30

25-30

Your team is calling on CISOs. Most teams aren't.

18-24

You're losing roughly 1 in 3 deals to preventable gaps.

10-17

You're not selling. You're pitching. The CISO knows it.

0-9

Your CISO calls are training data for the CISO. Not for the rep.

Close the gap before the next call.

Start a free 80-credit Buyer Intel Accelerator trial. Run live CISO simulations. Walk into Monday with airtight answers to all 10 questions.

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