

sales for startups

GROWTH STRATEGY CHECKLIST

WELCOME TO SALES FOR STARTUPS

We're pleased that you've met with one of our team and are now considering what areas you need assistance with in order to grow your business exponentially.

We've put together a checklist below to help you think of some of the fundamental building blocks for building a commercially efficient and savvy business.

To start with, we always like our clients to ask themselves **four questions**:

- What does **success look like** in the next 6 months for my business?
- Where do you believe are the **real growth opportunities**? What would **turn your business around**?
- What have you **done in the past** that you learned from and **don't want to repeat**?
- What **skills are you missing** in your team?

Then have a look at the checklist to see if you have all the areas covered:



Your story

- Define core story
- Know Your X Factor
- Explain your ultimate value to the marketplace
- Your real business?
- Your exit strategy

Marketing

- Tone/Voice/Message
- Audience selection
- Frequency
- Channel selection
- Value-add content

Prospecting

- Systematic lead generation
- Careful response management
- Create prospecting pyramid
- Define prospecting methods
- Qualification questions
- Networking
- Referral process
- PR & public speaking

Constant innovation

- A/B testing
- Documented processes
- Technology stack review
- Batching business
- Managing change
- Virtuous feedback cycle and action loop
- 3 pillars of client growth

Sales

- Client definition
- Sales process
- Fresh and engaging Sales assets and materials
- Sales tools and methodologies
- Sales systems, metrics and technologies
- Systematic Sales review and analysis
- Define product match with industry or market vertical
- Up-selling process
- Account growth and review process
- Distribution channels defined and measured
- Maintaining a competitive advantage
- Talent selection, nurturing and accountability
- Training and improvement

GOT IT COVERED?

