

Our experience across 50+ portfolio companies informs a broad catalog of best practices to help you accelerate growth.

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| Go-to-Market: New Customer Acquisition | Strategy | New customer growth strategy Channel strategy International expansion |
| | People | Sales & Marketing (S&M) organizational design (roles, responsibilities, territories) S&M hiring, development, retention S&M compensation design & benchmarking Partner introductions |
| | Process | S&M process design & implementation S&M pipeline management and forecasting |
| | Tools | S&M systems/services selection, implementation, integration |
| Go-to-Market: Existing Customer Growth | Strategy | Existing customer growth strategy design |
| | People | Account Management (AM) & Customer Success (CS) hiring development, retention AM & CS compensation design & benchmarking |
| | Process | AM & CS process design & implementation |
| | Tools | AM & CS enablement (e.g. lead scoring, pitch decks, health scoring) AM & CS systems/services selection, implementation, integration |
| M&A | Strategy | Acquisition strategy design |
| | People | Strategic introductions |
| | Process | Diligence process assistance Transaction process assistance |
| Foundations | Strategy | Long-term growth strategy design |
| | People | Executive hiring, development, retention Executive compensation design & benchmarking Culture & Benefits |
| | Process | Key Performance Indicators (KPIs), dashboarding, benchmarking Financial and board reporting process design |
| | Tools | Non-GTM systems/services selection, implementation, integration |
| Product & Tech | Strategy | Product strategy and roadmap development Pricing & packaging strategy |
| | People | Product & dev hiring |
| Exit | Strategy | Exit strategy design |
| | People | Strategic introductions |
| | Process | Diligence process assistance Transaction process assistance |