

# BEST PRACTICES FROM 60+ PORTFOLIO COMPANIES' GROWTH JOURNEYS

<b>Go-to-Market: New Customer Acquisition</b>	Strategy	New customer growth strategy Channel strategy/introductions International expansion
	People	Sales & Marketing (S&M) organizational design (roles, responsibilities, territories) S&M hiring, development, retention S&M compensation design & benchmarking
	Process	S&M process design & implementation S&M pipeline management and forecasting (e.g., lead ranking)
	Tools	S&M systems/services selection, implementation, integration
<b>Go-to-Market: Existing Customer Growth</b>	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., health scoring) AM & CS systems/services selection, implementation, integration
<b>M&amp;A</b>	Strategy	Acquisition strategy design
	People	Strategic introductions
	Process	Diligence process assistance Transaction process assistance
<b>Foundations</b>	Strategy	Long-term growth strategy design
	People	Overall organization design 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
<b>Product &amp; Tech</b>	Strategy	Product strategy and roadmap development Pricing & packaging strategy
	People	Product & dev hiring
<b>Exit</b>	Strategy	Exit strategy design
	People	Strategic introductions
	Process	Diligence process assistance Transaction process assistance