

BEST PRACTICES FROM 90+ COMPANIES' GROWTH JOURNEYS

Grow new business	Strategy	New customer growth strategy Channel strategy/introductions International expansion
	People	Sales & Marketing (S&M) organizational design (roles, responsibilities, territories) S&M hiring & retention
	Process	S&M process design (e.g., lead ranking)
	Tools	S&M systems/services selection
Grow existing business	Strategy	Existing customer growth strategy
	People	Account Management (AM) and Customer Success (CS) hiring & retention
	Process	AM & CS process design (e.g., health scoring)
	Tools	AM & CS systems/services selection
Deliver innovation	Strategy	Product strategy & roadmap Pricing & packaging strategy Payments strategy
	People	Product and dev hiring & retention
Build your team and foundation	Strategy	Long-term growth strategy
	People	Organization design Executive hiring, development, retention Compensation design & benchmarking Culture & benefits
	Process	Key Performance Indicators (KPIs), dashboarding, benchmarking
	Tools	Non-GTM systems/services selection
Make new friends	Strategy	Acquisition/exit strategy design
	People	Strategic introductions
	Process	Diligence & transaction process assistance