ELEVARA
GROWTH

Get a holistic look at how you fare in core areas that are proven to drive efficient, sustainable revenue growth for the best tech firms. Be honest—fewer "Fully Agree" answers means there is work to do. We can help, our 10x Consult focuses on all of these plus 30 others.

	Fully Agree	Mostly Agree	Needs Work
Segmentation			
We know our **Ideal Customer Profile (ICP)** and the characteristics of who most values our products and solutions, and we put them first.			
We know the likelihood of a closed client deal. We use this **Account Ranking (Propensity to Buy)** in target outreach and can leverage it to maximize outreach efforts.			
Planning			
We know what data we have, what we need, and any gaps. We have designed a **Data Architecture** that will support data-driven, strategic, informed decisions.			
We have a **Territory Design Process** that creates balanced/optimized territories. We do this at minimum, annually, as part of our strategic planning process.			
Engagement			
We have defined a **Sales Process** that is aligned with how buyers want to buy. We have trained our team to follow a simple, transparent process within our CRM that helps drive pipeline clarity and accurate forecasting.			
We have defined a **Sales Manager Coaching Playbook** that helps the reps execute. We have equipped the sales management team with a step-by-step playbook that helps them execute our coaching cadence.			
Organization			
We have **Role Definitions (RACI)** and responsibilities for each sales role. For each of our core processes, it is clear who should do what and when.			
We have a **New Hire Onboarding Process** that shortens time to productivity, maximizes how new hires spend their time, and provides early signs of who will succeed.			
Execution			
We know the competencies, skills, and knowledge training needs of the team. And have a **Training and Enablement Program** in place to address these needs.			
We have a **Deal Desk/Quarterly Business Review (QBR) Process** that helps us hit the number but isn't a distraction, it is insightful and drives more deals to close.			