

GOOD Growth Engine: A proven process to drive predictable revenue and growth.

1. Clarify vision, goals, values
2. Develop, refine audience, value prop, key messages, differentiators, channels
3. Optimize sales tools, website, overview, pitch deck, technologies
4. Prioritize & execute demand-gen activities, measure, optimize
5. Develop, refine, execute biz dev & sales process, account development, team
6. Past/current client relations, resell, retention and referrals, service
7. Measure, optimize, build capacity, accelerate, scale

