The Road from $0 to $20 Million

How to build your People, Process, and Technology to accelerate growth.

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8 Weeks

People, Process, Technology

Mondays @ 11 CT

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The topics

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Sales Playbooks: Creating a Model of Repeatability for Growing Sales Teams

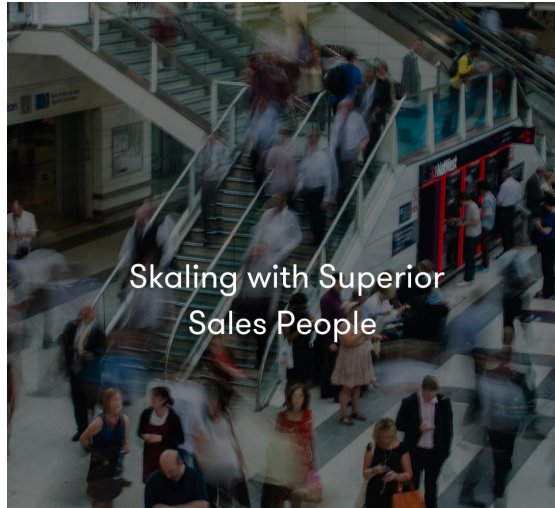Modern Outbound Sales Plays to Fire Up Your Sales Team and Win More

Account Segmentation & Territory Planning: Expanding Sales Growth at Scale

Scaling to 15 Sales Reps: Dos and Don'ts

Navigating the Murky Waters of Leadership Hiring

The Five Pillars of a Skalable Tech Stack

Driving Revenue with Sales Operations & Rev Ops

Skaling with Superior Sales People

Skaling Your Sales Process

Skaling Your Sales Tech Stack

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What are we covering today?

Everything that breaks along the way.

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What breaks along the way

Documentation of the sales process and different portions of the process that become more complicated as you grow

Your people / support roles / and leadership

Technology and sales operations

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Growing from $0-5 Million

People

Hiring your first SDRs and Sales Reps (who first?)

Don't hire a VP just yet

Hiring without a sales process or lead gen strategy in place is a no-no

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Growing from $0-5 Million

Process

Do you really know your buyer?

Building your first playbook and outbound processes

LinkedIn strategy

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Growing from $0-5 Million

Technology

Get your must haves early - CRM, Sales Engagement, Contact Database, Sales Nav

Poorly implemented for scale

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Growing from $5-10 Million

People

Promote from within or not?

Onboarding is poor

Compensations plans that incentive reps for the right reasons - usage

You still may not be ready for that VP...

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Growing from $5-10 Million

Process

The whole team isn't following the playbook/process

Have you thought about sales enablement?

Strategic account planning and growth

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Growing from $5-10 Million

Technology

You're drowning in admin and repetitive tasks (you need Sales Ops)

You can't get an accurate view of performance

Add conversation Intelligence to the stack

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Growing from $10-20 Million

People

You didn't forecast the hiring you really need

Support roles are key

Alright, let's bring in that VP

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Growing from $10-20 Million

Process

Update your playbook before it's too late

Territory planning

Cross team communication is breaking down

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Growing from $10-20 Million

Technology

Too many tools that do the same thing (and none that do that one thing)

Add revenue Intelligence to the stack

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Q & A

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Connect on LinkedIn

/in/jakedunlap/

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The Road From $0 to $20 Million

For companies with plans to grow from $0-5, $5-10, or $10-20 million in revenue, access the best resources, templates, and how to use them all in one place.

Access Now

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The Road from $0 to $20 Million

Your guide to accelerated growth

Thank you!

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