



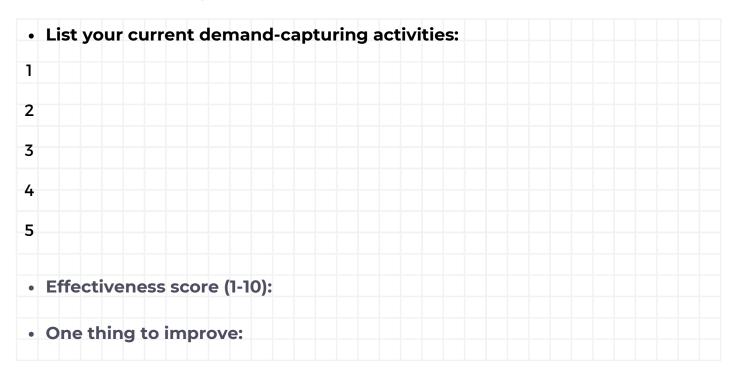
# Revenue Milestones: Charting Your Company's Growth Journey

Visualize your success

12 Months from now
Today's date:
Your Company Has Reached an Annual Revenue of \$
3 Years from now
Today's date
Your Company Has Reached an Annual Revenue of \$
10 Years from now
Today's date:
Your Company Has Reached an Annual Revenue of \$

#### The Growth Formula: Your 4 Pillars of Success

#### **Pillar 1: Capturing Demand**



### **Pillar 2: Creating Demand and Brand Awareness**

List your current brand-building and demand-generation activities:	
2	
3	
4	
5	
• Effectiveness score (1-10):	
One thing to improve:	

## **Pillar 3: Managing and Nurturing Leads**

• Current lead nurturing activities:



# Your Success Roadmap: From Vision to Action

Biggest challenge in se	etting revenue goals:			
Key insight from this e	xercise:			
One way to improve yo	our planning:			
Action Plan: Your Next 3 Power Moves				
Immediate Action	Deadline	Responsible Team Member		

Immediate Action	Deadline	Responsible Team Member