



GROWTH FORMULA

WORKSHOP



OneIMS®

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

- List your current demand-capturing activities:

1

2

3

4

5

- Effectiveness score (1-10):

- One thing to improve:

Pillar 2: Creating Demand and Brand Awareness

- List your current brand-building and demand-generation activities:

1

2

3

4

5

- Effectiveness score (1-10):

- One thing to improve:

Pillar 3: Managing and Nurturing Leads

- **Current lead nurturing activities:**

1

2

3

4

5

- **Lead management responsibility:**
- **Satisfaction with current process (1-10):**
- **One thing to improve:**

Pillar 4: Managing and Nurturing Customers

- **Current customer nurturing activities:**

1

2

3

4

5

- **Effectiveness score (1-10):**
- **One thing to improve:**

