



Revenue Growth System Checklist

Capabilities	Revenue Growth Multiplier Inventory	Yes or No
Sales Enablement	We have the right sales technology to help our inside and outside teams close deals faster and with more frequency.	
	Our reps have instant access to the social media profiles of their accounts, prospects, leads, and contacts.	
	We have a sales content library that is rich in quantity, and customizable to buyer behaviors and journey stages.	
Sales Engagement	Reps have a sales engagement tool that enables them to send email blasts 1-to-1, bypassing firewalls & spam filters.	
	Our sales teams have account based marketing capabilities; esp. email forwarding trackers and 360° account views.	
	We have the ability to perform email blasts from anywhere, and on any device—smartphone, tablet, and computer.	
Salesforce Adoption	Our sales team’s non-selling activities are automatically added to Salesforce, eliminating data entry and frustration.	
	Reps have visibility into their leads and contacts Salesforce records from the comfort of their email inbox.	
	We have a user-friendly ability to access Salesforce records, pipelines, and opportunities from mobile phones.	
Sales Productivity	Inside sales uses artificial intelligence to improve win rates by engaging at optimal times and receiving insight alerts.	
	Field sales uses artificial intelligence to lower average cost of sale by eliminating admin tasks and low quality leads.	
	Sales Managers use artificial intelligence for predictive analytics to maximize average deal size and close faster.	
Total Revenue Growth System Score (count every Yes)		

Would you like to know how you can score a perfect 15?