

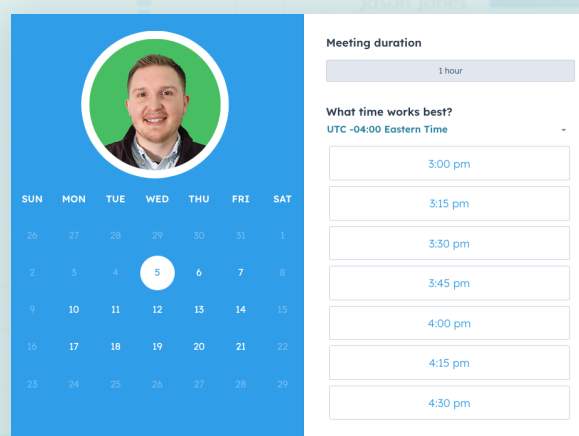
# SaaS Growth Self-Assessment

Answer the following questions on a scale of 1-10 to find out how well you're positioned for growth. (0 = no, 5 = sorta, 10 = yes)

1. You have a clear and specific understanding of who will want to buy your products and why, including emotional reasons behind decision-making (not just the rational justification).
2. You know your customers' challenges better than they do and can deliver insights that position your company as a trusted advisor.
3. You continuously update/add to a CRM that provides accurate contact information for decision-makers and influencers within your ICP - and contains enough records to represent a large percentage of your total addressable market.
4. You develop content assets that deliver deep insights into the problems within customer organizations, helping move prospects off of the status quo.
5. When prospects consume your content, this creates intelligence that sales can use to open a dialog in a more informed way.
6. The SQLs coming in are becoming easier to close because they've self-educated on your content.
7. You operate with a test-and-learn mindset and have internal agreement on the need to continuously improve.
8. Sales and marketing collaborate on content that delivers customer insights that help open the doors to fruitful sales conversations.
9. Sales, marketing, and customer success work toward the same KPIs and work really well together.
10. You have the right mix of marketing and sales skill sets (both in-house and outsourced) to both capture and convert in-market opportunities and create customers over the long term.

## Want to discuss potential growth strategies?

We get it. You're tirelessly working on exploring new ways to grow your company. You don't want to be pressured into buying anything but want to know different options you have to connect with your ideal audience and build trusting relationships with them so you can grow. Schedule time with our Growth Strategist to discuss your situation and possible strategies for growth. (no obligations)



[Book a growth strategy meeting](#)

## Total

0-49

50-69

70-99

100

Get serious help

Get help

You're okay

Write a book