Revenue Ramp Up™ Methodology

1. ASSESS

- Engage Senior Leadership
- Engage Sales Team
- Determine Alignment
- Gain Customer Perspective
- Assess Sales Strategy
- Assess Mgmt Processes & Tools
- Assess Sales Team
- Assess Sales Metrics & Processes
- Assess Sales Training
- Analyze Marketing

2. DEFINE & VALIDATE

- Summarize Issues
- Develop Assertions
- Determine Priorities
- Validate with Stakeholders
- Gain Sr. Leadership Buy-in
- Finalize Issues, Assertions & Priorities
- Define High-Level Future State

3. PLAN

- Develop Roadmap
- Define Project Plans
- Gain Sales Mgmt. Buy-In
- Define Change Management Elements
- Develop Communication Plan

4. EXECUTE

- Update Sales Strategy
- Update Sales Model
- Create New Sales Process
- Address Sales Organization Issues
- Refine Sales Mgmt Processes & Tools
- Deliver Training
- Define Sales Metrics, Reports & KPIs
- Deliver "Early Wins"

5. DELIVER

- Implement New Processes
- Coach Sales Leadership
- Perform Ongoing Training
- Provide Updated Tools
- Measure Progress
- Iterate Improvements

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