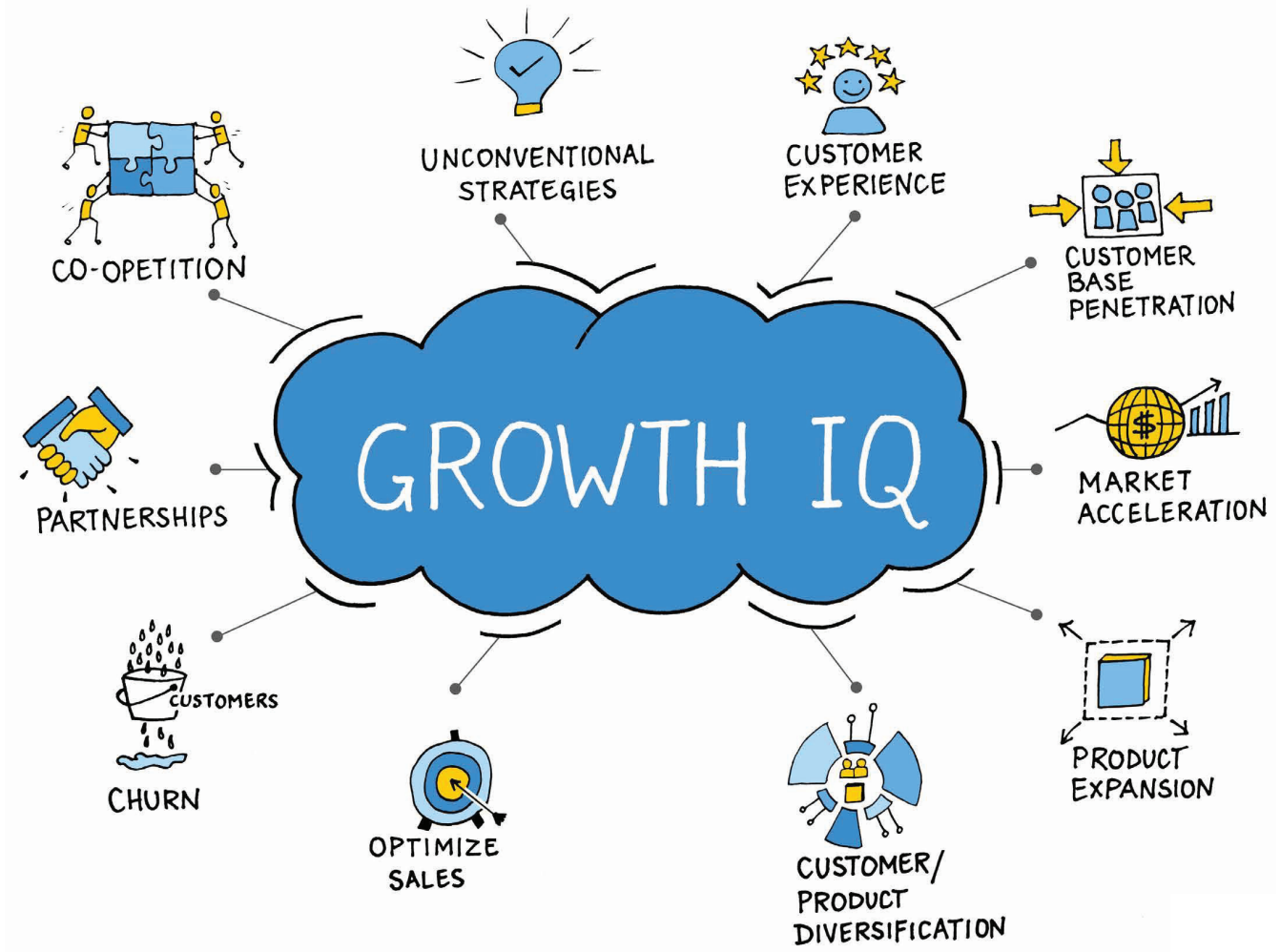


Growth IQ Workbook



Questions

Answer this first set of questions with one of these responses:

Depending on your answer, mark:
Aware [A], Not Sure [N], Unaware [U]
in the box provided in the questionnaire.

A Aware

You know the answer and have data to back it up. This is the best possible result. However, if you are not prepared to action that knowledge, it is no better than operating in ignorance.

N Not Sure

You don't know the answer and not sure if you even have the data; but you can probably find it. While this is less than ideal, at least you know what you don't know. Now start your search.

U Unaware

You didn't even know that this could be a problem. This requires immediate attention, as it suggests an unknown—a situation that would have otherwise caught you unaware.

Example:

Do You Have a Vertical Go-To-Market Strategy?

A

Yes, we have a formalized vertical GTM strategy in place.

N

We were talking about it, but I don't think anything came of it.

U

Why, should we? We sell to everyone.

Vertical Go-To-Market Strategy

If you have one, is it working?

If so, are your sales and marketing efforts aligned?

Who/what would it take to develop such a strategy?

New Customer Acquisition

Do you know the cost to acquire a net-new customer?

Is this number going up?

What is your customer acquisition cost? Are you losing more customers than you're gaining each month?

Measurement & KPIs

Is there cross-functional alignment of KPIs?

Do you have a data strategy?

Who is responsible for defining and tracking metrics and KPIs?

Sales Channels

Have you identified the best sales channel to acquire new customers?

Do you know how your customers want to buy from you?

What could your company do to better align sales, marketing and customer service?

New Product Introduction

Are you planning on introducing any new products?

What is the average number of products your customer has?

What would be the catalyst for you to introduce a new product?

Marketing Budget Allocation

Is there a set percentage of revenue allocated to marketing?

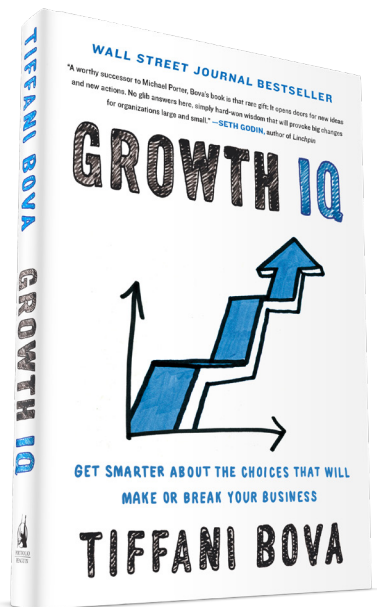
What is the ROI on your marketing spend?

How does your marketing spend compare with your industry peers?

Do you know the best way or ways to drive your company's growth?

“We all want our businesses to grow, but how can we make that happen? Fortunately, Tiffani Bova is here with answers... You’ve got a choice: Tread the old paths or follow Bova into the future.” – DANIEL H. PINK, author of *When and Drive*

Ten Paths to Growth



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-  Customer experience – inspire additional purchases and advocacy
-  Customer base penetration – sell more existing products to existing customers
-  Market acceleration – expand into new markets with existing products
-  Product expansion – sell new products to existing markets
-  Customer and product diversification – sell new products to new customers
-  Optimize sales – streamline efforts to increase productivity
-  Churn – minimize defection, retain more customers
-  Partnerships – leverage third party alliances, channels and ecosystems
-  Coopetition – cooperate with market or industry competitors
-  Unconventional strategies – disrupt current thinking

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