

## 1. Ideal customer clarity

- We can clearly define our ideal customer profile (ICP)
- We understand the problem they are trying to solve
- We know why our product is a strong fit for them
- We are focused on a specific segment, not a broad audience

Notes:

---

---

## 2. Positioning and messaging

- We can clearly explain what our product does and why it matters
- Our messaging reflects customer needs, not just product features
- We have a clear point of differentiation
- Customers understand our value quickly

Notes:

---

---

## 3. Channel focus

- We know where our customers are and how to reach them
- We are focused on a small number of high-impact channels
- We have tested different channels and identified what works
- We can execute our chosen channels consistently

Notes:

---

---

## 4. Sales process

- We have clearly defined sales stages
- We qualify leads effectively
- We have consistent actions at each stage
- We understand conversion rates and sales cycle length

Notes:

---

---

## 5. Pricing and value

- Our pricing reflects the value we deliver
- Customers understand and accept our pricing
- Our pricing model aligns with how customers use the product
- Pricing supports both acquisition and growth

Notes:

---

---

## 6. Conversion effectiveness

- Customers move efficiently from interest to purchase
- Our onboarding process is clear and simple
- We understand where customers drop off
- We are actively improving conversion rates

Notes:

---

---

## 7. Retention and long-term value

- Customers continue using the product over time
- Engagement is consistent or improving
- We understand why customers stay or leave
- We focus on delivering ongoing value

Notes:

---

---

## 8. Product and commercial alignment

- Product decisions are informed by customer feedback
- Sales and marketing understand the product clearly
- Teams are aligned on priorities and goals
- Feedback flows consistently between teams

Notes:

---

---

## 9. Growth readiness

- Demand is becoming more predictable
- We understand which channels and tactics drive results
- Our approach is repeatable, not dependent on one-off wins
- We are ready to scale what is already working

Notes:

---

---

Final reflection - Before investing further in growth, ask:

Do we know what is working and why?

If the answer is unclear, more focus is needed.

If the answer is yes, you are in a strong position to scale.

