

# HOW INVESTORS ENABLE GROWTH WITHIN EVERY STAGE OF A COMPANY LIFE CYCLE

With each stage of growth, investors have the unique opportunity to help their portfolio company leaders navigate complex challenges and decrease their time to realization. Investors provide valuable support to portfolio companies as they look to address what's critically needed in each stage of growth.

## How Great Partnerships Support Each Stage of Growth

STARTUP PHASE	MID-MARKET PHASE	LARGE-SCALE EXPANSION PHASE
A, B, C	B, C, D, Public	B, C, D, Public & Private Ownership (Has Subsidiaries)
<p><b>Common Challenges:</b></p> <ul style="list-style-type: none"><li>• The go-to-market message is focused on features and functions, and it hasn't been able to drive high margins or sales growth rates.</li><li>• The founder is often the top seller and the only one who can sell at a high level.</li><li>• The productivity and revenue per sales rep is too low to meet projected revenue growth.</li></ul>	<p><b>Common Challenges:</b></p> <ul style="list-style-type: none"><li>• Investments to expand the sales organization fail to deliver necessary results and margins.</li><li>• Organizations don't have consistent sales process in place to fuel predictable revenue growth.</li><li>• Inaccurate forecasts hinder the ability for decision makers to predict revenue and expected gains.</li></ul>	<p><b>Common Challenges:</b></p> <ul style="list-style-type: none"><li>• One-off sales training, events and kick offs only produce short-lived results.</li><li>• Creating scalable tools to grow revenue consistently throughout an entire sales organization has become an on-going challenge.</li></ul>
<p><b>Solution:</b></p> <p>Translate the founder's vision into a consistent message that sales teams can use to differentiate their offerings and sell at a premium.</p>	<p><b>Solution:</b></p> <p>Ensure all of your portfolio companies have effective sales qualification and talent management methodologies in place to build and foster a foundation for on-going success.</p>	<p><b>Solution:</b></p> <p>Establish custom tools and frameworks that your portfolio companies can implement across their sales organization to improve team performance in every territory, consistently.</p>

### ENABLE SCALABLE GROWTH ACROSS YOUR PORTFOLIO

Secure successful partnerships and support them in every stage of growth to realize revenue targets consistently in every company within your portfolio.

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