

SCALING SUCCESS ACROSS AN ENTIRE PORTFOLIO

HOW ESSENTIAL FRAMEWORKS DRIVE REVENUE GROWTH

Offering operational support is no simple feat for investment firms with multiple company portfolios that span various markets, industries and company growth stages.

Consider an essential framework approach that will work across numerous verticals within multiple portfolio companies, while supporting different sales motions at different stages of sales growth.

How essential frameworks accelerate sales growth across your portfolio:

The most successful frameworks allow firms to take a consistent and customizable approach to providing operational support for their portfolio companies. Frameworks create success by enabling investors to treat each company – and its sales challenges and opportunities – individually, while still providing a common way to execute and measure KPIs. Many investor firms have seen success using a stair step approach that creates the necessary building blocks to establish a foundation for sales effectiveness. The right framework can also be customized to match specific sales motions and growth stages of each portfolio company.

Essential framework examples and how they support critical sales operations:

Great frameworks should provide the right mindset, processes, tools and content to meet a company's unique needs.

- **Messaging framework:** enables portfolio companies to ensure their sales engines have a repeatable mechanism to sell their value and differentiation
- **Buying process framework:** enables portfolio companies to align sellers with the way buyers buy to keep healthy pipelines growing
- **Qualification framework:** enables portfolio companies to establish successful processes to qualify, advance and close deals at a high value
- **Pipeline Development and Forecasting framework:** enables portfolio companies to better manage sales territories and the accounts inside them to improve accuracy and visibility
- **Talent framework:** enables portfolio companies to hire the right people for the right roles while retaining top talent to improve time to productivity and maintain revenue per rep

Supporting long-term success:

Investor firms have enabled success across their portfolios by leveraging their bandwidth, broadening their sales capabilities and expanding their support of multiple companies with unique needs. Force Management has worked with investor firms and their portfolio companies to speed up time to realization right away, by implementing essential frameworks that support the growth of portfolio companies in all stages of growth.

ENABLE SCALABLE GROWTH ACROSS YOUR PORTFOLIO

Support successful partnerships in every stage of growth to realize revenue targets consistently in every company within your portfolio.

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