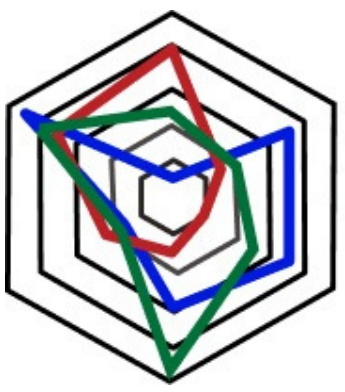




**Customer Results**  
Results Matter

**A Sales QB**  
PARTNER

CUSTOMER RESULTS

# GROWTH ASSESSMENT

Assessment options that fit you.  
Experienced external perspective.  
Practical help when you want it.

## Growth Focused

Insight Driven.  
Built for What's Next.



## Finding Opportunities and Removing Barriers to Small & Medium Business Growth

Customer Results assessments provide a structured, independent view of what's working, where opportunities exist, and what may be getting in the way of more predictable, sustainable growth, with next steps tailored and sized to your business. From there, we're here to help as much or as little as you need.

### When growth feels harder than it should



Inconsistent sales performance



Insufficient leads or poor conversion



Customer attrition or stalled growth

### How Customer Results looks at growth

#### 7-part growth flywheel

- 1 Understand product market fit
- 2 Strategize for growth
- 3 Create awareness
- 4 Attract interest
- 5 Engage prospects
- 6 Secure customers
- 7 Retain Customers & Grow

#### Capability Lenses



# A practical view of where to focus first.

The assessment prioritizes the business questions, selects the relevant lenses and identifies the areas most likely to unlock more predictable growth.

## Heat maps inform action

Aids in action priority across growth flywheel stages by capability lens

|                        |  Understand |  Strategize |  Awareness |  Interest |  Engage |  Secure |  Retain & Grow |
|------------------------|----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| Strategy & Leadership  |                                                                                              |                                                                                              |                                                                                               |                                                                                              |                                                                                            |                                                                                            |                                                                                                   |
| Process & Governance   |                                                                                              |                                                                                              |                                                                                               |                                                                                              |                                                                                            |                                                                                            |                                                                                                   |
| People & Organization  |                                                                                              |                                                                                              |                                                                                               |                                                                                              |                                                                                            |                                                                                            |                                                                                                   |
| Technology & Platforms |                                                                                              |                                                                                              |                                                                                               |                                                                                              |                                                                                            |                                                                                            |                                                                                                   |
| Data & Measurement     |                                                                                              |                                                                                              |                                                                                               |                                                                                              |                                                                                            |                                                                                            |                                                                                                   |
| AI                     |                                                                                              |                                                                                              |                                                                                               |                                                                                              |                                                                                            |                                                                                            |                                                                                                   |
| Experience Management  |                                                                                              |                                                                                              |                                                                                               |                                                                                              |                                                                                            |                                                                                            |                                                                                                   |
| Outcomes & Results     |                                                                                              |                                                                                              |                                                                                               |                                                                                              |                                                                                            |                                                                                            |                                                                                                   |



## Three ways to start

01



salesQB Sales Growth Assessment

~\$500

Focused sales health check

02



Customer Results Brief Growth Assessment

~\$1,500

Executive growth health check

03



Customer Results Detailed Growth Assessment

~\$3,000

Comprehensive growth diagnostic



**Our objective is not simply a better score.**  
It is to help you achieve more predictable, repeatable and profitable growth.

 [Book a 30-minute Growth Discussion](#)