



Launch Tech Startups in the U.S. for Accelerated Enterprise Deals

REVENUE™
ACCELERATORS

Before you go into the U.S. and expand globally with SaaS, Tech Solutions & Services, you need to analyse and stack-rank a comprehensive checklist of core revenue functions and objectives.

It's the most effective way plan & mitigate risks surrounding revenue growth and cost takeout.

This guide is essential when launching a new solution into an existing market, launching an existing solution into a new market, or moving into 7-figure enterprise deals.

Sales and revenue are the main drivers in this checklist. Pipeline is the lifeblood of any startup.

Persevering and building on positive cash flow is our primary tenet.

Questions to be answered here include:

- 1 - When and how do you know what the right GTM is for your Startup into 2022?
- 2 - Should you use a "bottom up" GTM for your High-Tech Startup?
- 3 - Should you use a "top-down" GTM for your High-Tech Startup?
- 4 - Do you fund an early-stage sales team or growth with the Founders?
- 5 - When should Founders let others run sales?
- 6 - How much Product-Market fit is enough?
- 7 - How does a Founder find those early salespeople who want to carve the path?

It pays to think strategically but act tactically.

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Core to this checklist guide are the supportive services from Revenue Accelerators being:

- 100% Startup focus. We built (3) and have sold 100 in the U.S., EMEA, APAC & India.
- 300+ Technologies. Includes platforms and SaaS make up our technology expertise.
- RevenueDNA. Enterprise Sales & Marketing DNA is transferred to clients and their employee base.
- Business Value. We translate our client's technology into C-Suite business value.

Category	Analysis
Resources	Overall Resourcing Strategy
■	Define outsourced/vendor growth resources and description of deliverables
■	Define internal resources requirements and job/duty descriptions
Support - Hiring	Internal Hiring Strategy
■	Define each role and responsibility – job specs to support GTM channel market penetration strategy (if required)
■	Create budget for each new position (if new hire is required)
■	External Marketing agency Strategy required?
■	Is an agency for specific GTM support required? Define performance work.
■	Define what work needs to be outsourced to an agency(s)
■	Can you manage outside Sales and/or Marketing resources?
Financial	P&L Strategy
■	Define KPIs to be used to support the Sales, Marketing growth P&L
■	Research benchmark numbers for each of the KPIs
■	Review and analyze P&L revenue assumptions
■	Review and analyze cost assumptions
■	Review and analyze profit assumptions
■	Develop profitability projections based on the growth P&L
Competitive	Competitive Analysis Insights
■	Analyze competitor's revenue specs
■	Analyze competitor's sales power and staff

■	Analyze competitors' products/service offerings and strength in market
■	Analyze competitor's customer/fanbase to see how strong they are
■	Analyze competitors value propositions/features/benefits (Business Value)
■	Analyze competitor's customer service quality & SLAs
Value Proposition	Your Company's Value Proposition
■	Define value proposition for your Company & measure its power
■	Define if your value prop speaks to multiple personas?
■	Define if your value prop speaks to the C-Suite?
Brand Strategy	Create U.S. (Global) Brand Strategy
■	Define the brand strategy in relationship to driving sales
■	Determine short-term objectives of brand revenue growth
■	Determine long term objectives of spending money on more branding
■	Determine what personality your brand conveys by country/markets
Sales & Marketing	Sales & Marketing Performance Strategy
■	Determine marketing (raise awareness-acquire leads) and sales plan (convert leads into sales)
■	Define ICP acquisition - how does your Company plan on acquiring new customers within markets - Reach target audience(s)?
■	Acquire ICP - How do you plan on marketing to your ideal target audience?
■	Define lead gen strategy - How will you generate MQLs? (performance)
■	Define Sales strategies from lead gen – MQL – SQL – SAL – OPP – Close.
■	Define account growth strategy- numbers of Enterprise account wins?
Tech Stack	Sales & Marketing Technology Strategy
■	Create a comprehensive technical plan and analysis (what is needed for GTMs), does your Company have the tools needed to bring your solutions to market within "Verticals" and sell it as effectively as possible?

■	What Marketing tools do you have to penetrate and grow channel strategy?
■	What communication platform does your Company need to effectively communicate and market to channel customers and prospects?
■	What Sales enablement tools does your Company need to grow faster?
■	What analysis/enrichment tools does your Company need to penetrate and have visibility into competitors and channels?
Enterprise Sales	Selling Larger Deals into the Enterprise
■	What methods do you use to sell to the Enterprise?
■	Define and evaluate Selling skills to close Executives?
■	Define and evaluate Selling skills to close Decision Makers?
■	Define and evaluate Selling skills to close the C-Suite?
■	How long is your Sales cycle? How do plan on shortening it?
■	What is your ASP?
■	How do you use POCs (POV) to grow pipelines globally?
■	Do you sell MSAs? If not, how will you move to this process?
■	What are your 2022 Company sales quote goals? Who own them?
■	What are your Company win rates?
■	How much revenue do your “partner” contribute with?
■	What are your Sales by Country? In the U.S.?
Executive Differentiation	C-Suite Business Value
■	What method do you use to determine the target customer’s strategic priorities & funded initiatives?
■	How do you calculate the “monetized value” of your SaaS/Solution; and calculate cost takeout \$ & revenue lift \$ it delivers to account’s C-Suite?
Customer Support SLA	Customer Service Strategy
	Define SLAs for Channel customers
	How do you plan on leveraging support channels to grow account(s)?

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www.revenueaccelerators.com

Edward Golod, Founder & CEO

ed@revenueaccelerators.com