

360° Demand Gen Audit:

The E.L.E.V.A.T.E Growth Framework

A customized plan to create confident and results-driven demand gen growth for your business.

See your demand gen process, team, and organization in a whole new light. Our proprietary 360° Demand Gen Audit delivers accurate answers, actionable insights, and a playbook to execute on.

Convert confusion into clarity. And get an unbiased, practical playbook for what to do next.

How does it work?

Our process is simple, but thorough.

1. We schedule a call to align on what you want answered.
2. We run the process we built to evaluate goals, resources, people, and processes.
3. We evaluate your entire demand gen model and system.
4. We conduct independent research on competitors, markets, and more.
5. We deliver our results with clear recommendations, prioritized by impact.

The whole process takes 3-4 weeks.

We deliver a playbook for what to do next with or without us.

What I need from you:

1. Signature to get started and 50% payment upfront / 50% due at completion
2. Access to ALL systems
 - a. Marketing automation platform, sales CRM, advertising platforms, such as but not limited to, Google Ads, LinkedIn ads, Meta, RollWorks, 6sense, Demandbase, etc
 - b. Please use janelle@elevate-growth.com for all systems EXCEPT Salesforce (if applicable). For SALESFORCE-ONLY, use [janelle+\[your company name\]@elevate-growth.com](mailto:janelle+[your company name]@elevate-growth.com) – EX: Janelle+apple@elevate-growth.com
3. Access to ALL relevant documentation

- a. Marketing strategies, sales strategies, channel strategies, marketing budgets, lead routing/management, target audience/ICP/personas, access to google drive for additional resources (if applicable).
 - b. Can be downloaded as PDFs, PPTs, or shared via Google Drive.
4. Provide a list of top 5 competitors that you want me to analyze.
5. Provide ACV, sales cycle, revenue targets vs today's revenue numbers
6. Interviews with head of marketing, head of sales, head of customer success, and 1-2 customers if possible, or 3-4 call recordings.
7. Be prompt to respond to questions and show up to debrief call.
 - a. Debrief to get scheduled when the audit is close to completion.
Scheduled for an hour and a half.

BOOK A CALL HERE TO GET STARTED.