

GROW PARTNER SALES GUIDE

WHAT IS GROW

Grow.com is the #1 BI for SMBs. Grow makes it easy and affordable to visualize and share business performance in real time by uniting data from hundreds of sources, including spreadsheets, databases, and SaaS applications. With Grow's business intelligence software, companies and leaders can reach their full potential.



DOLLS KILL

chatbooks

purple



GOALZERO

WHO TO ENGAGE

Ideal Customer

- Employees: 20-300
- Data Sources: 3-7 with one or more Tier 1 data sources
- Industries: SaaS/tech, ecommerce, marketing/advertising agencies

Ideal Prospects

- CEO, COO, CFO, CRO
- VP Sales, VP Finance, VP Operations, VP Analytics

Pain Points to Look For

- Struggling to get a holistic view of the business lifecycle (ad spend, marketing, sales, revenue acquisition, etc.)
- Spending extensive amounts of time running manual reports
- Data isn't timely or relevant
- Data is scattered and unorganized
- Need a better way to share data with co-workers, customers, investors, etc.
- Need a better way to engage the team with the data that matters most
- Used other BI solutions that were either too expensive or didn't have enough functionality

WHAT TO ASK

- Do you have a holistic view of your marketing, sales, and revenue funnels?
- How do you visualize your data?
- How do you use data to drive your business forward?
- How do you engage your team with the data that matters most?
- With data scattered in so many different places, how do you aggregate your data to extract meaningful insights?
- Are your most important metrics/KPIs constantly in front of your team?
- How many hours per week does your team spend compiling reports?
- What are your biggest data challenges?
- Are you using a BI solution? Is it working for you? What are the problems?

WHAT TO OFFER

Feature/Attribute	Benefit
Automation and aggregation of all a company's data so they don't have to rely on scattered data and manual reporting	Saves management large amounts of time and resources while growing the business through data-driven decision making by having real-time insights.
User-friendly, simple BI dashboards	Grow is the simplest BI solution for growing companies. Grow implements on average 8x faster than competitors, saving you time and shortening the time to value for your team.
Clean user interface and experience with visually appealing dashboards	Engages teams around the data and impresses clients and investors with data that "pops."
Large integration library with 150+ integrations	Grow is more likely to be compatible than other competitors with smaller integration libraries, creating as few manual exports as possible.
TV mode	Helps teams buy in and rally around the data, leading to higher transparency, accountability, and better performance.
Filter and drill functionality	Gain even more insights into the data to drive revenue growth and make decision-making easier.
Automated PDF reporting	Allows you to show your value to your clients or your boss by making sure the KPIs you are working on are always in their inbox.

PRICING

Work with account executive to get specific pricing. Most Grow customers spend between \$600 and \$1,100 per month.