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FROM IMPOSSIBLE TO INEVITABLE

How Hyper-Growth Companies Create Predictable Revenue

JASON LEMKIN and AARON ROSS

JASON LEMKIN is a serial entrepreneur and venture capital investor. He is the founder of SaaStr, a social community of software-as-a-service (SaaS) founders and executives. He has been an early stage investor in companies like Talkdesk, Algolia, Logikcull and others which have grown to have a combined market valuation of more than \$1.5 billion. Jason Lemkin was CEO of EchoSign where he grew company revenues from \$0 to \$100 million leading to the company being acquired by Adobe. He is a graduate of Harvard University, the University of California, Berkeley and Stanford's Graduate School of Business.

AARON ROSS is a keynote speaker, cofounder and CRO of Carb.io, a sales pipeline automation software company, and cofounder of PredictableUniversity.com. He worked as an author/teacher at PebbleStorm, as entrepreneur-in-residence with Alloy Ventures and in several executive positions with Salesforce.com where he evaluated acquisitions and created an inside sales team which now generates more than \$100 million in recurring revenue for Salesforce.com. He is the author of three books including *Predictable Revenue* and *CEOFlow*. Aaron Ross is a graduate of Stanford University.

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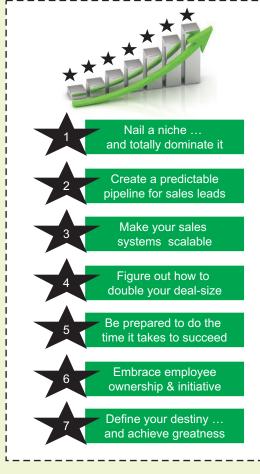
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MAIN IDEA

Why is it that some companies experience hyper-growth while others never seem to break out of their current revenue levels?

When you strip away all the irrelevancies and misinformation, you'll find the world's fastest-growing companies systematize their success. They follow a template which has just seven basic components or ingredients:



"Follow the recipe and kick off your biggest growth spurt yet."

– Aaron Ross and Jason Lemkin

The Seven Ingredients of Hyper-growth



1. Nail a niche and totally dominate it
2. Create a predictable pipeline for sales leads
3. Make your sales systems scalable
4. Figure out how to double your deal-size
5. Be prepared to do the time it takes to succeed Page 6 It often takes years to become an overnight success. Be prepared to hang in there and do the time, even when you have the inevitable and tough "Year of Hell".
6. Embrace employee ownership and initiative
7. Define your destiny and achieve greatness

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