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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.

The Web site for this book is at www.FromImpossible.com.



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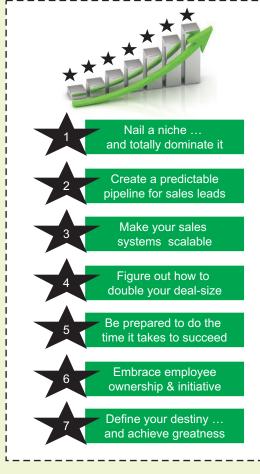
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#### MAIN IDEA

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



<b>1. Nail a niche and totally dominate it</b>
<b>2. Create a predictable pipeline for sales leads</b>
<b>3. Make your sales systems scalable</b>
<b>4. Figure out how to double your deal-size</b>
<b>5. Be prepared to do the time it takes to succeed</b> 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".
<b>6. Embrace employee ownership and initiative</b>
<b>7. Define your destiny and achieve greatness</b>

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