OPERATIONAL FRAMEWORK

Lead generation
- *Lead sources*
- *MQL*
- *Verticals*
- ...

Pipeline mgmt
- *Sales process*
- *Lead conversion*
- *Pipeline velocity*
- ...

Acquisition
- *Sales efficiency*
- *Opp. conversion*
- *Partner sales*
- ...

Deployment & onboarding
- *Training / manuals*
- *Prof. services*
- *Customer success*
- ...

Operations / provisioning
- *Hosting*
- *Stability*
- *Security*
- ...

Retention
- *Support*
- *Maintenance / bugs*
- *Customer success*
- ...

Expansion
- *Upsell / cross-sell*
- *Referencability*
- *CS / Sales*
- ...

Software stack

Product
- *Technical debt*
- *Functional roadmap*
- *User feedback*
- ...

Money
- *Billing terms*
- *Dunning*
- *Funding*
- ...

People
- *Recruiting*
- *On-boarding*
- *Developing*
- ...

Software stack

Icons from Flaticon and and Icons8