



Sales Shuru

Startup Growth Playbook

From minimum setup to full execution in 90 days

3-Phase Framework

What to do first, next, and last.

KPI Scorecard

Track pipeline, conversion, and delivery.

Action Templates

Weekly review and execution checklist.

Need speed, structure, and accountability?

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1) The 3-Phase Growth System

Most startups fail on sequence, not effort. Build a compact operating system in three phases.

Phase A: Minimum Requirement Fulfillment (Weeks 1-3)

- Define ICP and one core offer
- Build simple lead tracker and follow-up flow
- Start weekly pipeline and execution review

Phase B: Core Expansion (Weeks 4-8)

- Improve discovery, proposal, and close flow
- Add operations SOPs for delivery consistency
- Assign ownership across team workflows

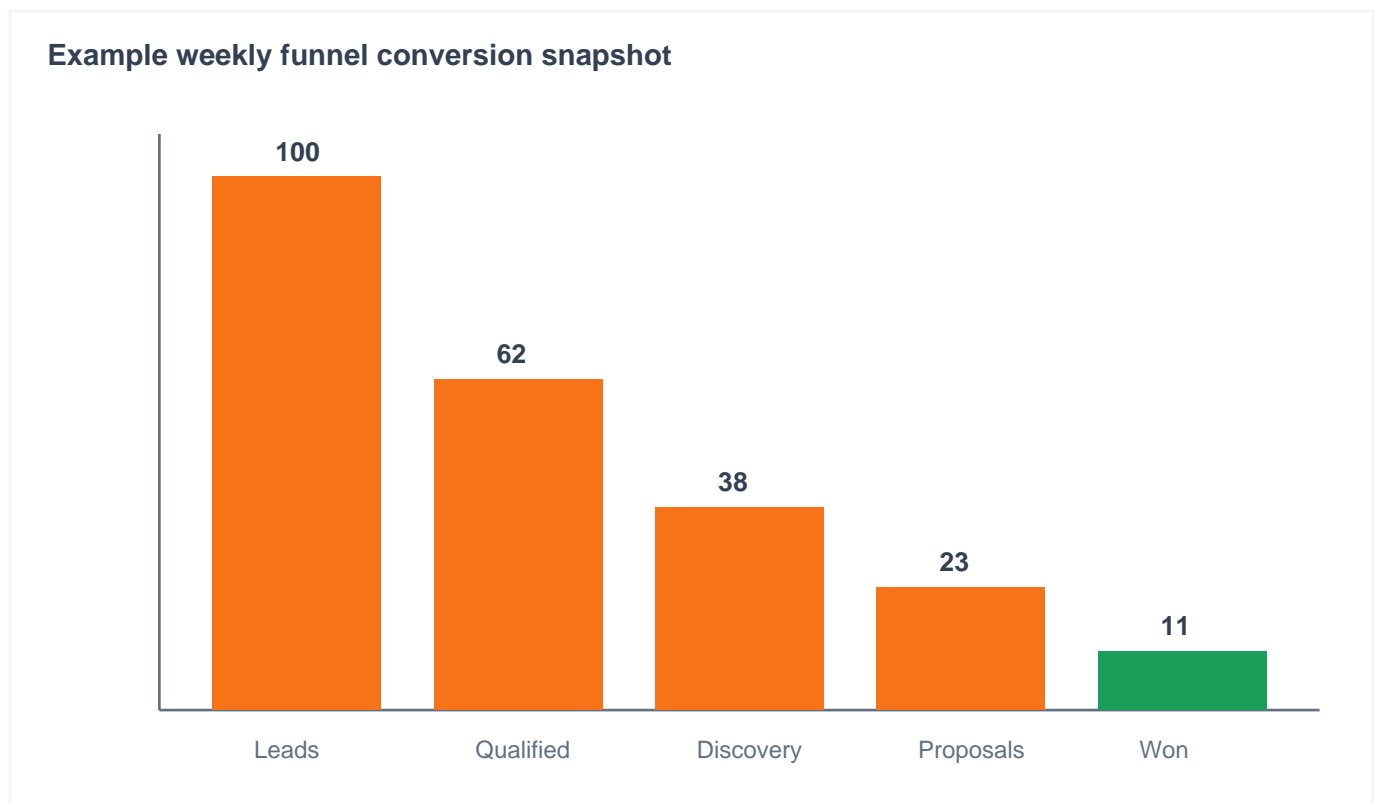
Phase C: Full Requirement Execution (Weeks 9-12)

- Build hiring plan for bottleneck roles
- Add automation after process stability
- Move to monthly planning + KPI governance

If metrics do not improve by week 4, bring in external support.

2) Weekly KPI Scorecard

Track these numbers weekly to move from random revenue to predictable growth.



- Reply rate target: 8%-20%
- Discovery to proposal target: 30%-60%
- Proposal to close target: 20%-40%
- If below range for 3+ weeks, fix process before adding spend

3) 14-Day Quick Start Execution Plan



Day 1-2

Define ICP, offer, and lead tracker.

Day 3-4

Build lead list and outreach sequence.

Day 5-7

Start outreach and active follow-ups.

Day 8-10

Create proposal and onboarding SOP.

Day 11-14

Run first weekly review and set next targets.

Weekly Rule: No review ends without one owner and one deadline.

This one habit alone removes most startup execution chaos.

4) Action Worksheet + Next Step

- What is your current biggest growth bottleneck?

- Which stage leaks most: Leads, Discovery, Proposal, or Delivery?

- What one process change will you ship this week?

- Who owns it, and by when?

When to reach out to Sales Shuru

- 1) Revenue is flat for 2+ months despite effort
- 2) Founder is the only pipeline owner
- 3) Deals close but delivery is inconsistent
- 4) Team is busy, but output is not predictable

Book your free strategy call

salessshuru.com/demo | admin@salessshuru.com

We start lean, then scale you to full execution.