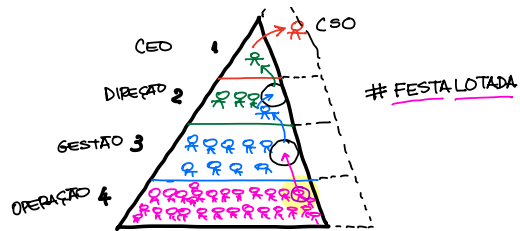


BARREIRAS DE CRESCIMENTO:

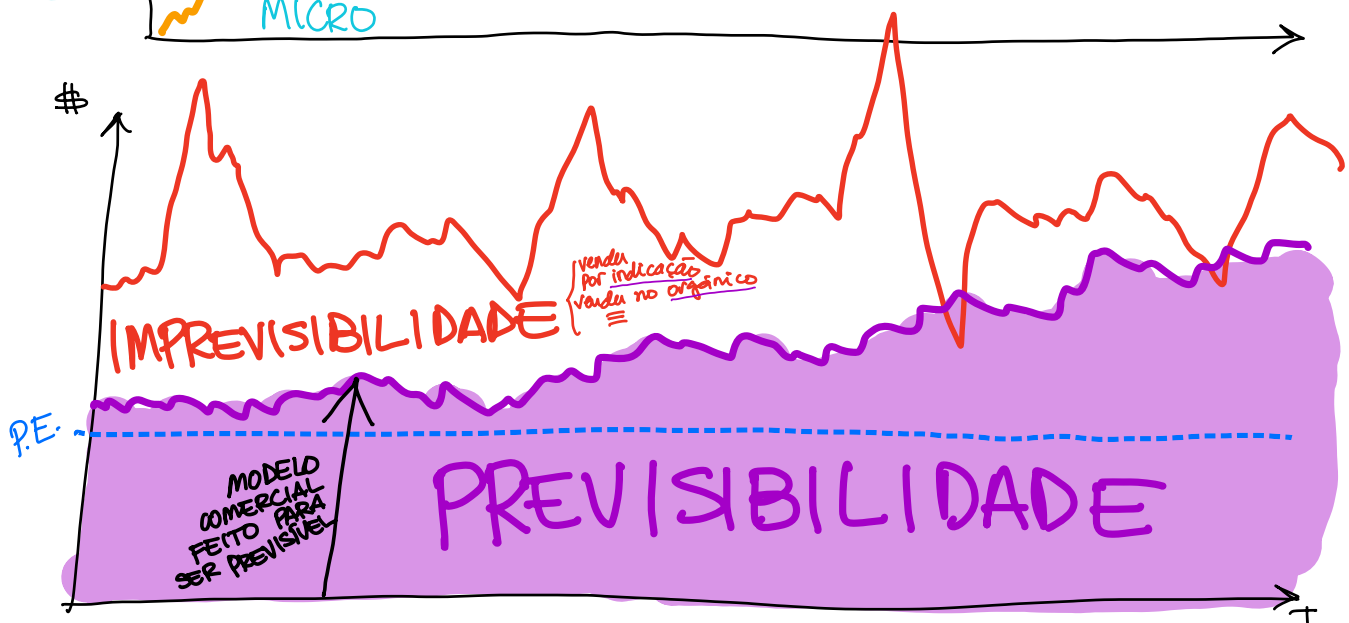
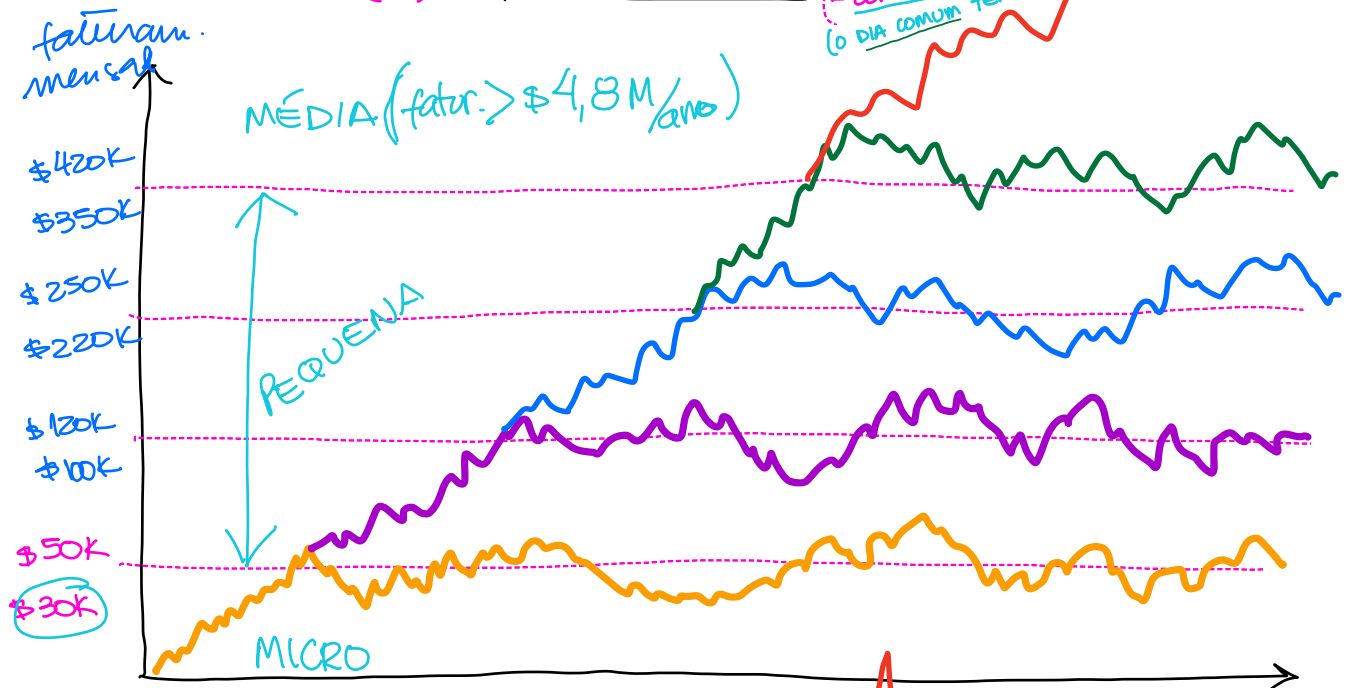


- FALTA DE LIDERANÇAS → Pipeline de liderança

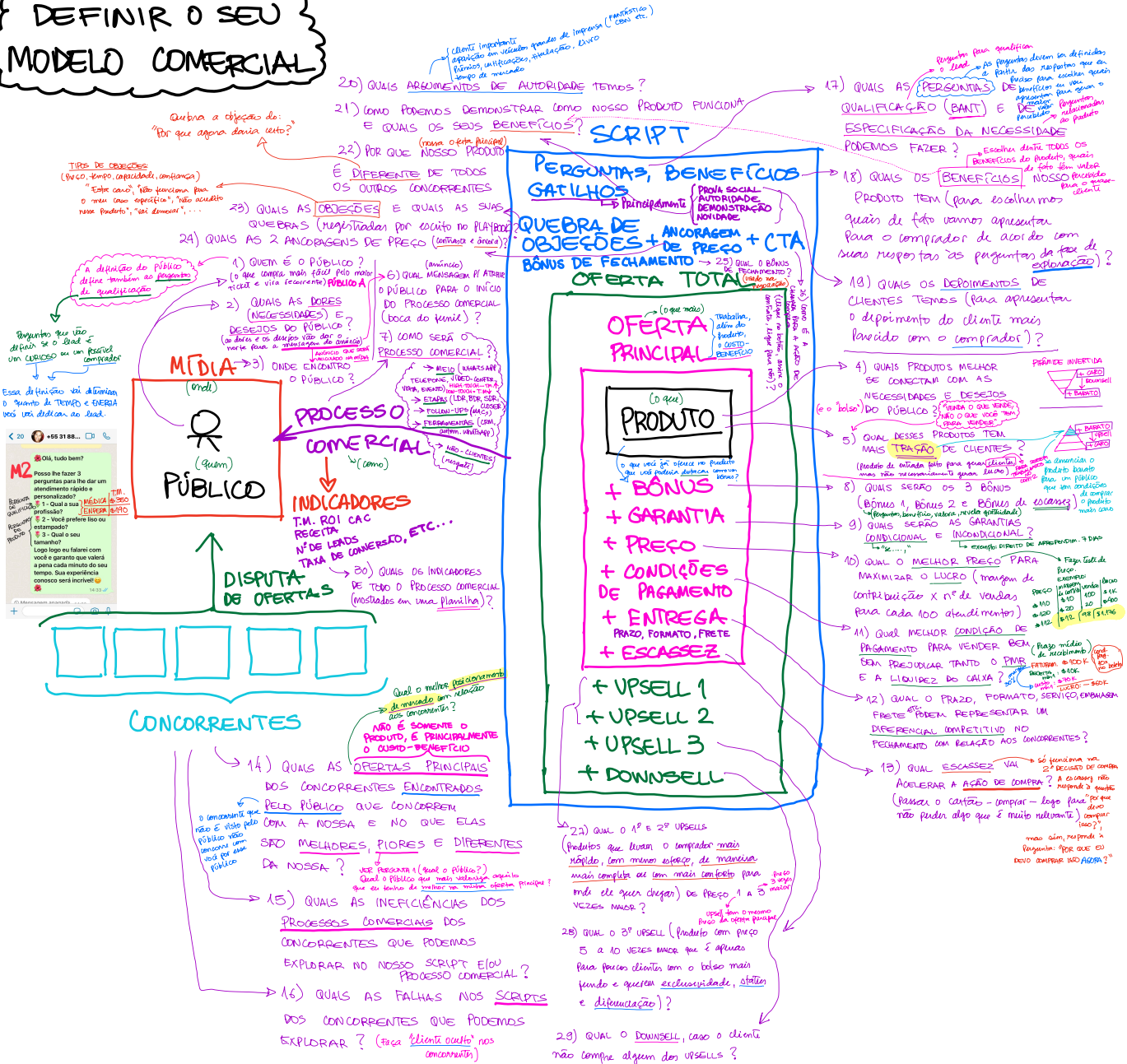
- FALTA DE INFRA-ESTRUTURA ESCALONÁVEL ↑ ↓

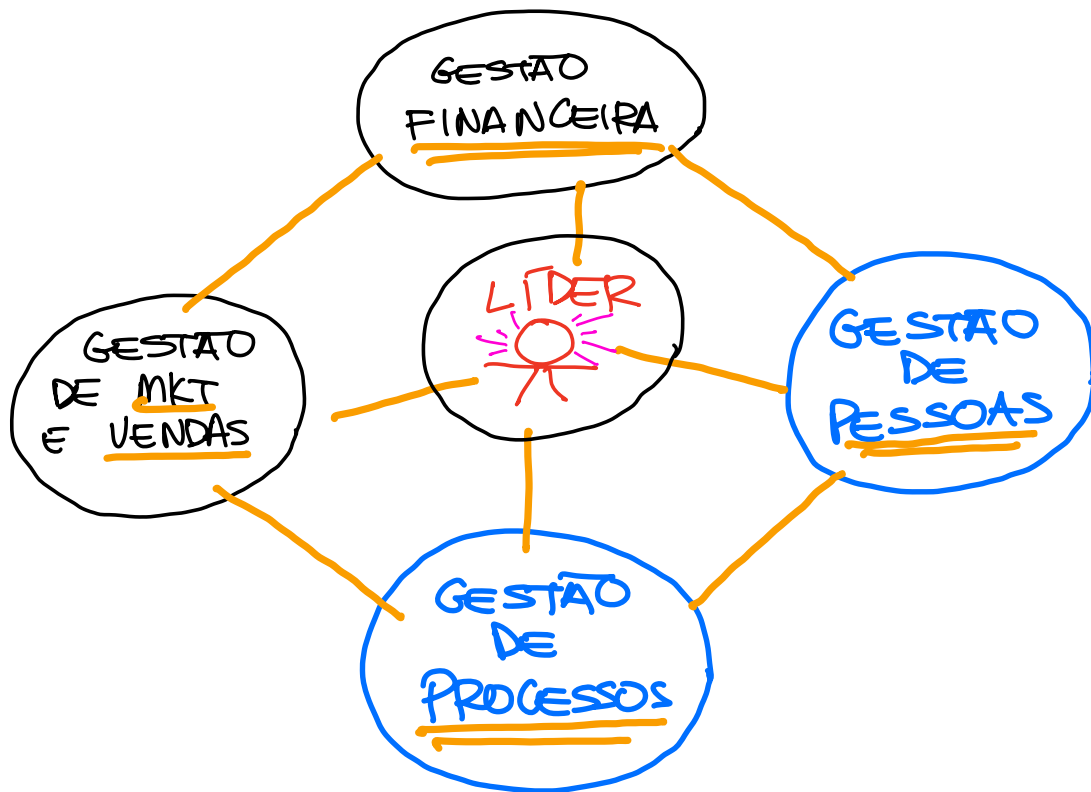
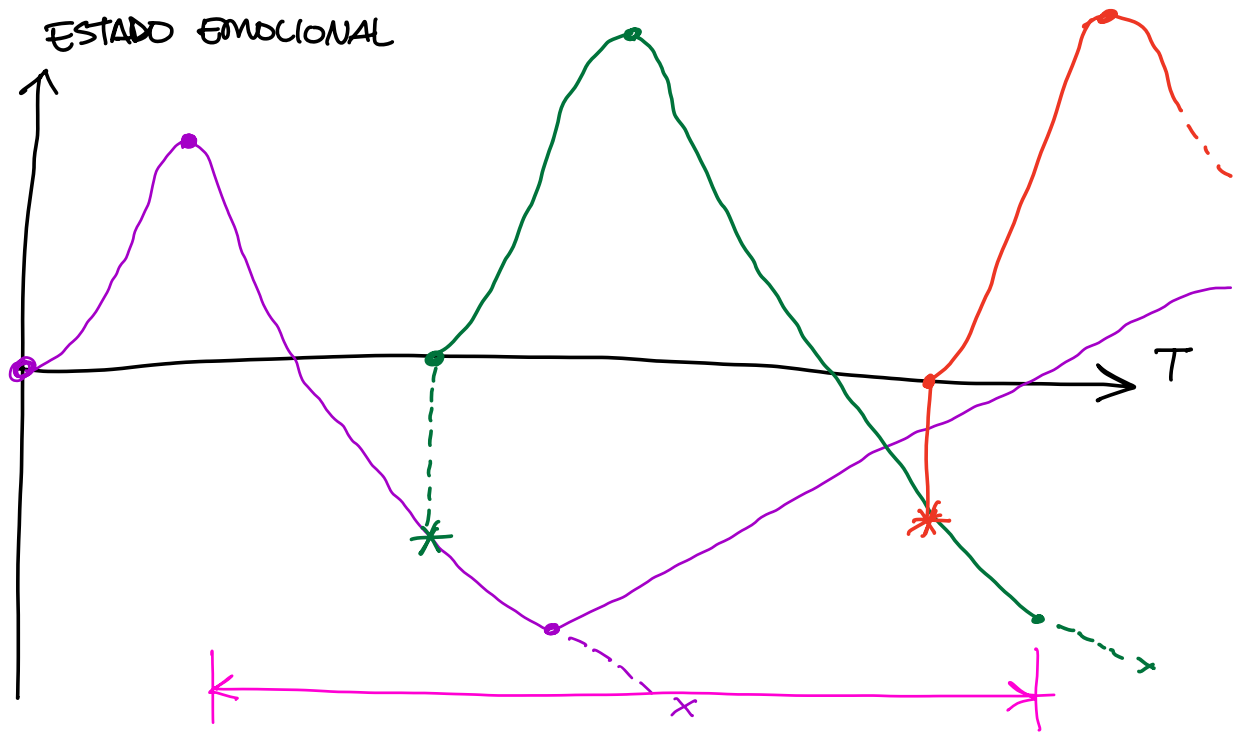
- VENDAS (\$) → MODELO COMERCIAL

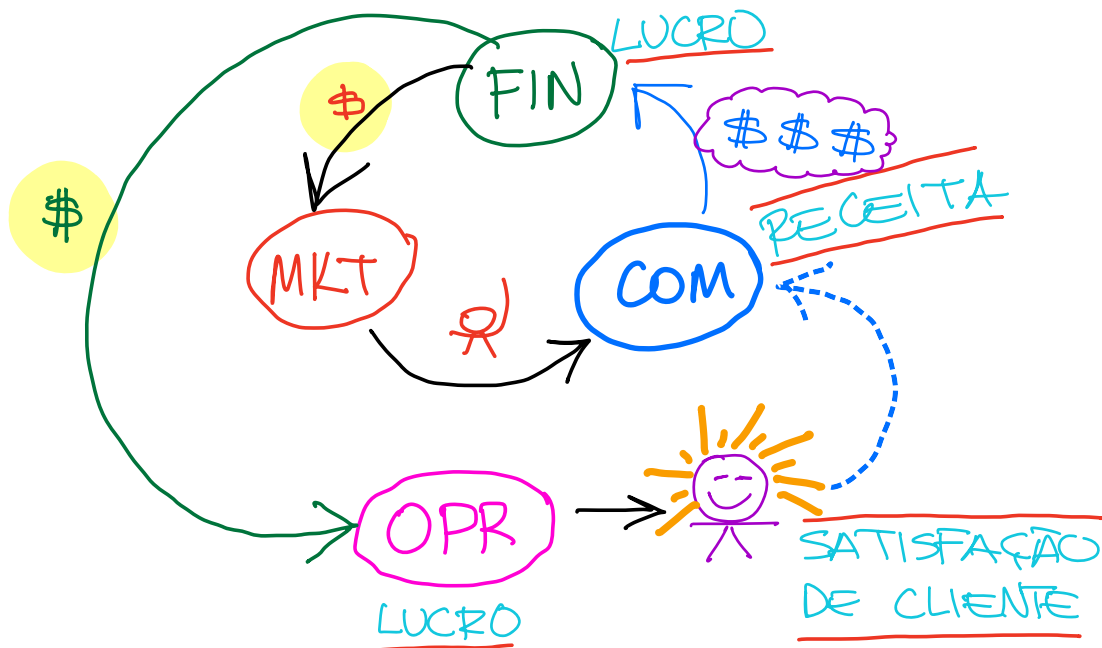
- escalável
- previsível
- consistente ao longo do tempo
(O DIA COMUM TEM QUE SER BOM)



Perguntas para Definir o Seu Modelo Comercial

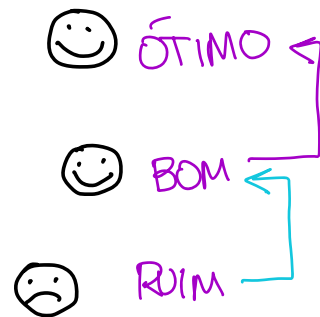






O ÓTIMO É INIMIGO DO BOM

PARA O CLIENTE, O BOM JÁ ESTÁ ÓTIMO



Invest. mkt. R\$ 1.000

faturam. R\$ 10.000

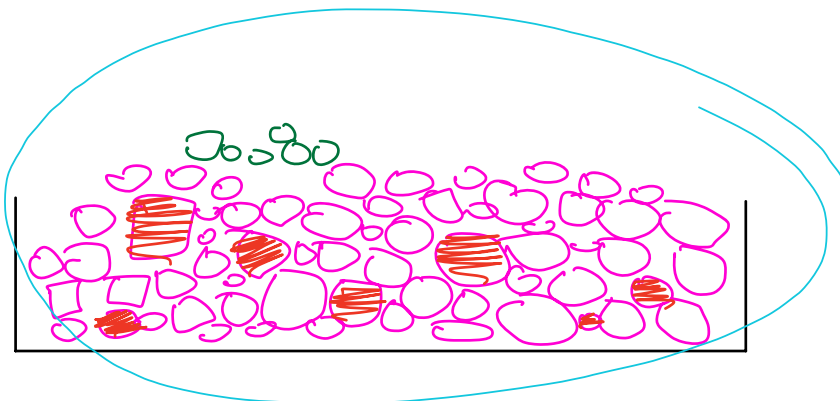
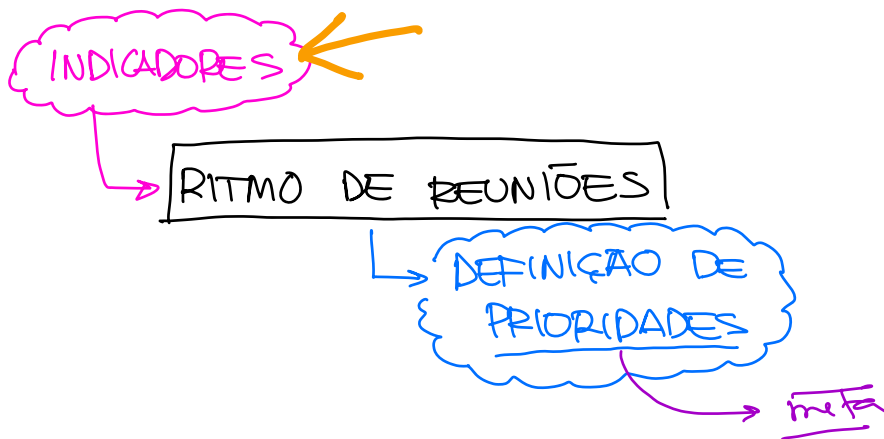
10x (?)

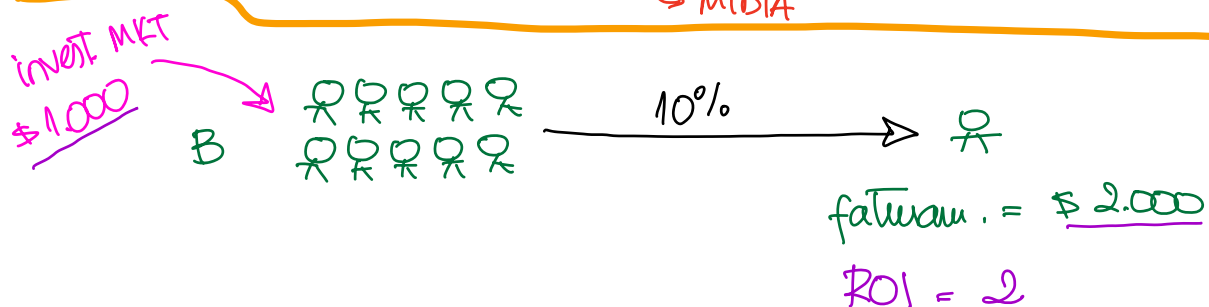
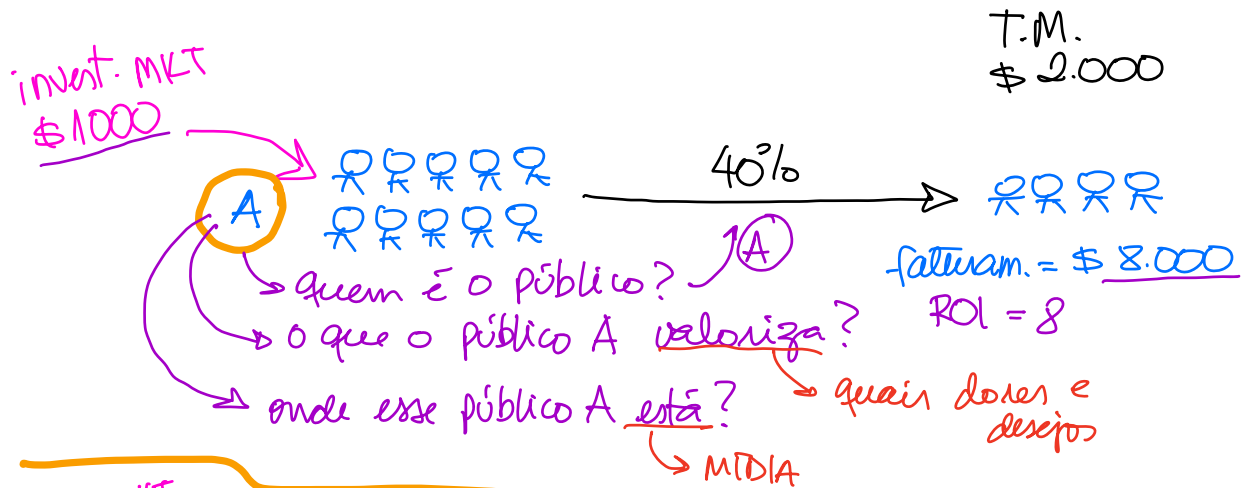
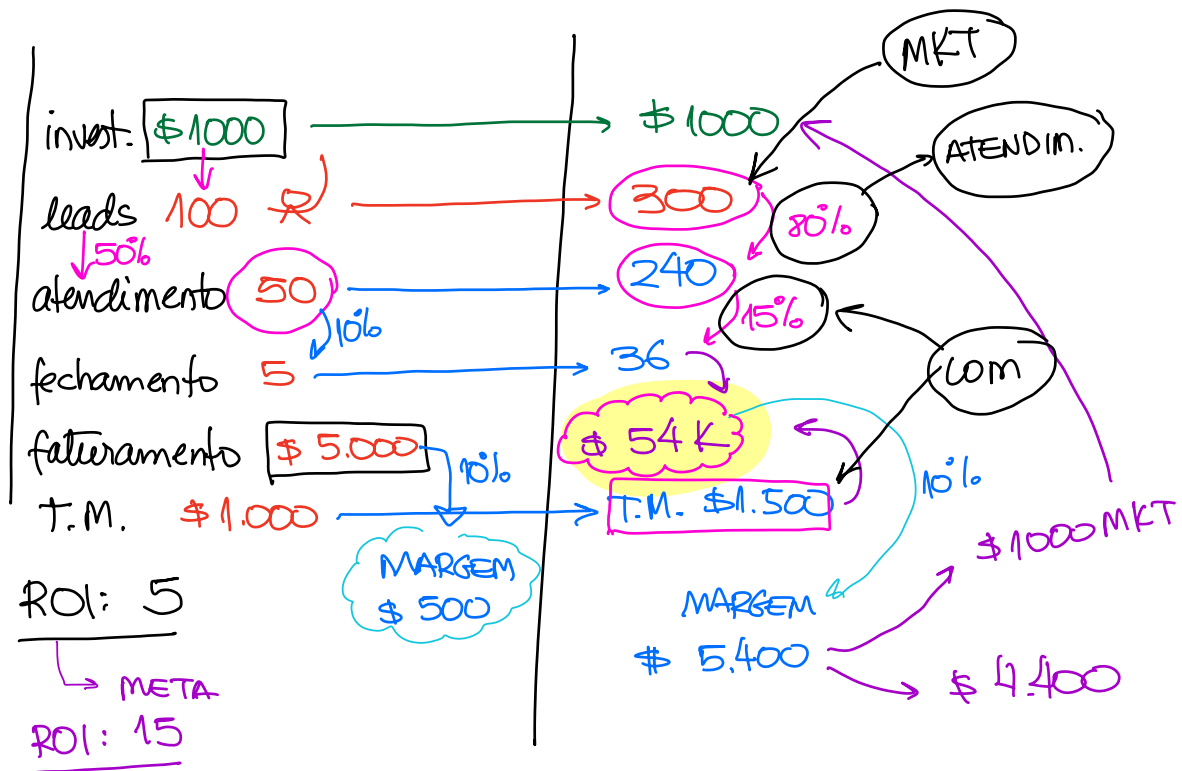
R\$ 5k - clientes antigos

R\$ 3k - indicações

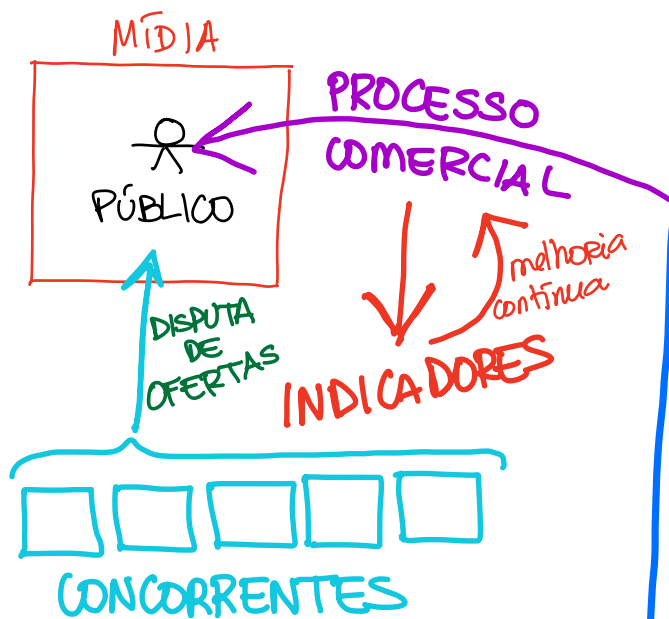
R\$ 1,5k - orgânico

R\$ 500 - MKT





MODELO COMERCIAL



SCRIPT DE VENDAS

