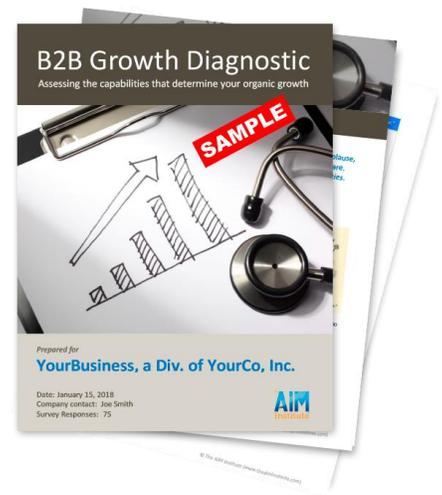


Start your B2B Growth Diagnostic

... with this complimentary service from The AIM Institute

What will it take to benchmark your business's growth capabilities? Less than an hour. Just follow these simple steps:



A Complete the following fields and upload to the website you were on:

- 1) Name of your business (for report cover):
- 2) Approximate number of employees you'll invite to take the online survey:
- 3) When survey should take place. Start Date: End Date:
Tip: 2 weeks works well for the survey time period.
- 4) Your first & last name: Your email:

B We'll send you a custom survey link you'll email to your business's employees. Some suggestions:

- 1) Invite management, marketing, technical, sales and other market-facing employees to take survey.
- 2) Tell participants why you need their help. Example...

We want to build our growth capabilities... and would like your help. Please take 5 minutes to take the B2B Growth Diagnostic survey at [SurveyLinkFromAIM](#) by [SurveyEndDate](#). Your responses are confidential and will show us how we benchmark against other B2B companies. You'll be able to see the full report later, full of recommendations to help us grow faster... by better understanding and meeting customer needs.

C Within one week of the survey end date, we'll send you your 20-page report. Consider these ways to use it...

- 1) See how you benchmark against average, top quartile, and top decile businesses.
- 2) Read recommendations for how you can improve each of the 24 growth drivers.
- 3) Use this diagnostic alongside our research report that covers the *same* 24 drivers, "[What Drives B2B Organic Growth](#)".
- 4) Run this diagnostic annually. Your overall Growth Driver Index (GDI) is a great *leading* indicator metric for growth.
- 5) Use this benchmarking data in a growth planning workshop for your executives... facilitated by Dan Adams.

