

FREE RESOURCE — RONASH DIGITAL

# The B2B Growth System Checklist

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10 questions to find out what's actually costing you pipeline.

Most B2B companies don't have a lead problem - they have a system problem. A small gap in data, messaging or automation quietly leaks pipeline every month. Use this checklist to find yours.

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**RONASH DIGITAL**

Outreach. Brand. Engineering. Built as one system.

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## THE B2B GROWTH SYSTEM CHECKLIST

### Go through each question honestly.

Tick "yes" only if it's true today - not "in progress."

#### **PILLAR 1 — B2B GROWTH & OUTREACH**

- Do you know exactly who your ideal customer is - by industry, company size, role and pain point?
- Is your prospect data verified, current, and free of bounces?
- Do you run a structured, multi-touch outreach cadence - not just one-off emails?
- Can you say what your reply rate and meeting-booked rate were last month?

#### **PILLAR 2 — BRAND & POSITIONING**

- Does your messaging say exactly who you help and what result you deliver - in one sentence?
- Is that message consistent across your website, LinkedIn, proposals and outreach?
- Could a stranger understand your offer in under 10 seconds on your homepage?

#### **PILLAR 3 — DIGITAL ENGINEERING & AUTOMATION**

- Is your website built to convert - clear CTAs, fast load time, mobile-optimised?
- Are repetitive tasks (lead enrichment, follow-ups, reporting) automated?
- Do your CRM, email, website and ad tools talk to each other - or are they silos?

# Your Score

## 0-2 UNCHECKED

### Solid foundation

You're likely leaving small gains on the table. A few tweaks could compound quickly.

## 3-5 UNCHECKED

### Several leaks

These gaps are quietly costing you meetings and revenue every single month.

## 6-10 UNCHECKED

### Big opportunity

Multiple gaps across your system - but that also means quick wins are available across outreach, brand and tech.

## Want to know exactly where your biggest leak is?

Whatever your score, the fastest way to find out is a quick conversation.

### Book your free 20-minute System Audit

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