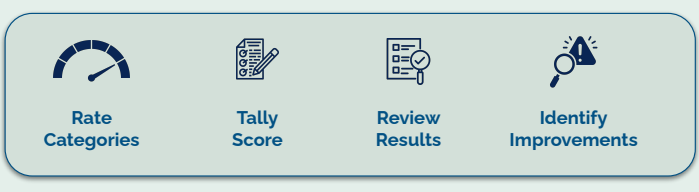
revflow
GROWTH PARTNERS

Readiness to Scale Diagnostic

SCALE. SMARTER.

Rate your business on each category below from 1 to 5

(1 = Not at all true, 5 = Absolutely true)



1. LEAD GENERATION DIVERSITY

We generate leads from at least two consistent and repeatable channels (e.g., referrals + paid ads, organic SEO + partnerships).

Score:

TIP: ***If most of your leads come from one person or one method, growth will stall if that source dries up.***

2. LEAD CAPTURE AND TRACKING

Every lead that comes in is automatically tracked, tagged, and followed up with through a CRM or automated system.

Score:

TIP: ***If your leads live in inboxes, spreadsheets, or sticky notes, you're leaking revenue.***

3. SALES SYSTEMIZATION

We have a clearly defined sales process with automated follow-up, appointment booking, and pipeline tracking.

Score:

TIP: ***If each team member sells differently (or not at all), you're not scalable—you're personality dependent.***

4. DELIVERY & FULFILLMENT CAPACITY

We can double our client load without sacrificing quality, speed, or burning out the team.

Score:

TIP: ***If growth means chaos, your ops need reinforcement before you scale.***

5. CLIENT EXPERIENCE CONSISTENCY

Every client gets the same onboarding process, communication flow, and post-project follow-up.

Score:

TIP: ***Consistency builds trust, repeat business, and referrals. Inconsistency creates churn.***

6. DATA & DECISION-MAKING CLARITY

We regularly review meaningful business metrics (not vanity stats) and use them to guide decisions.

Score:

TIP: ***If you're guessing instead of measuring, you'll grow in the wrong direction.***

7. OWNER BOTTLENECK RISK

Our business can grow without the owner being directly involved in every client, call, or decision.

Score:

TIP: ***If everything runs through you, your business can't scale—it can only survive.***

8. WORKFLOW AUTOMATION

We've automated repetitive admin tasks (reminders, follow-ups, scheduling, forms, etc.) so our team focuses on high-value work.

Score:

TIP: ***Without automation, you're spending time on tasks a system should handle for you.***

9. INTERNAL COMMUNICATION SYSTEMS

Our team knows what's happening, when it's due, and who owns what—without needing constant check-ins.

Score:

TIP: ***Scaling teams need clarity. Lack of it costs time, morale, and momentum.***

10. PROFIT MARGIN AWARENESS

We know our delivery costs, gross margin, and how growth will affect profitability.

Score:

TIP: ***Scaling a low-margin business just means you lose money faster.***

SCORING BREAKDOWN

40–50 :
You're ready to scale. Tighten a few bolts, then go.

30–39:
You're close, but growth will create pain without adjustments.

20–29:
Scaling now would amplify problems more than profits.

< 20:
Focus on foundation first. Scale later.

SCALE. SMARTER.

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