PRINTABLE GROWTH CHECKLIST

2027 SME CEO GROWTH CHECKLIST

Tick what your business can confidently answer today.

01 MARGINS

- [ ] Our highest-margin customer segments are clear
- [ ] We have modelled realistic 2027 cost and tax scenarios

02 PIPELINE

- [ ] We track qualified pipeline and conversion by stage
- [ ] We know the cost of acquiring a profitable deal

03 SALES + MARKETING

- [ ] Sales and marketing share target accounts and KPIs
- [ ] Every commercial handoff has a clear owner

04 TECHNOLOGY + AI

- [ ] We trust our CRM and opportunity data
- [ ] We can name tools and processes to simplify or stop

05 PEOPLE + EXECUTION

- [ ] Our priority capability gaps are identified
- [ ] Every growth initiative has an owner and review date

MY TOP 2027 ACTION: _____

Owner: _____ Review: _____