



GO TO MARKET ADVISORY

60% revenue growth in a quarter, with no new hires.

The growth came from revenue the business was already generating and failing to convert.

Client A B2B SaaS business serving design and architecture professionals

60%

Revenue growth in one quarter

1–2 hrs

Recovered per person, per day

0

Additional hires required

THE SITUATION

The revenue was not lost to competitors. It was lost between steps.

Follow-ups were falling through because they lived between tools that nobody owned. Every handoff was a place where a deal could quietly stop moving.

That is the cheapest revenue in any business to recover, because it has already been paid for. The demand exists, the interest exists, and the only thing missing is the next step actually happening.

WHAT WE DID

- Closed the follow-up gap so missed follow-ups stopped being a failure mode
- Recovered one to two hours a day per person from manual work
- Held headcount flat, so the growth was absorbed by the existing team

WHAT MADE IT WORK

The cheapest revenue is the revenue you have already paid for.

This growth came from demand the business was already generating and failing to convert, not from more spend at the top of the funnel.

Audit first

The diagnosis comes before any proposal.

Fixed scope

Written and bounded. No open ended retainer.

Senior operators

The people who scope it are the people who do it.

One name owns it

A single lead is accountable for the number.