



Commercial Growth



Company Profile



Who we are

60 YEARS

WHOLISTIC

DATA DRIVEN

PROVEN

ACTIONABLE

CONSULTING

DEPLOYMENT

ENABLEMENT

Growth+ Consulting is a premium boutique consulting, fast-paced, and presents a distinctive proposition. With a robust 60-year of cumulative experience, we empower clients through wholistic end-to-end business strategic consulting, deployment, and team-enablement. This approach amplifies the impact of our offerings across domains, which acts as a flywheel, where each stage amplifies the impact of that which precedes it.

Most organizations struggle with growth due to lack of a sales practice that scales performance, operational leakage where most of the top line is spent in sub-optimal operation, and strategies that drown in daily whirlwinds of execution. We deliver results by aligning Strategy, Operations, and Revenue Operations, and by follow through of strategy with deployment and team enablement. This Rubik's Cube is our formula ensuring our customers get Consulting that delivers.

We offer enduring architectural frameworks on proven methods that will drive your growth, efficiency and differentiation. We bring world-class, professional-grade excellence to organizations entering their next chapter of growth — whether scaling fast or transforming a legacy. We combine global best practices with deep regional insight to deliver results.

Accelerate transformational growth through an integral flywheel of verified strategy, advisory and enablement.

MISSION

Forge a future where organizations of every scale are empowered to leverage an integrated flywheel of strategy, advisory, and enablement to bend their curve and lead their markets.

VISION



You invested in sales & marketing with marginal ROI

We align your GTM strategy, pricing, sales management, marketing, and sales motions into a unified Revenue Engine. We achieve this through proven strategies and tactics to drive predictable commercial growth. We craft your strategy, advise on execution, and enable your leaders.

We architect your end-to-end commercial operating system for predictable growth. We define precise GTM targeting, pricing strategies, install rigorous pipeline governance, and implement enterprise execution methodologies. We systemize Revenue Retention and optimize your talent architecture, manager coaching, sales incentive transforming sales into a data-driven, high-performance revenue machine with scale and growth. This combines our strategy crafting, execution advisory, and enabling leaders to manage change and maximize outcomes.

We're not winning new customers

CEO

The sales cycle isn't adopted.

VP Sales

Our sellers are challenged

CRO

I have limited repeat customers

Product

Pipeline stalls at a certain stage

Manager



Where are you losing revenue the most?

32%

Companies with aligned sales and marketing see 32% higher revenue growth

- Forrester





Crafting your RevOps Strategy








The customer is not on your side, they are on their own side, so you need to be on their side. We will help you define Ideal Customer Profile for precision targeting, craft Customer Advantages and Benefits, Unique Value Proposition and maximize your customer lifetime value while establishing the science to accelerate pipeline.

This will enable you to align across Product, Marketing, Sales and Customer Experience to effectively target the appropriate customers by offering value that addresses their specific needs. It will ensure your sales team can clearly articulate the unique value proposition, provide concession on strategy, and accelerate pipeline. Combining those factors will enhance customer acquisition, and drive revenue growth per customer, reducing cost of sale, and growing your top line.



- Define Ideal Customer Profile → Data driven organizations are 23x likely to acquire customers¹
- Align Go-to-market → Companies that align sales & marketing see 32% higher growth
- Articulate Value Proposition → 74% of executive B2B buy from sellers who articulate value ²
- Structure Pricing & Concession → 1% improvement in price can increase operating profits by 11%³
- Improve Customer Lifetime Value → 5% increase in customer retention can increase profits 25% to 95%⁴
- Accelerate Pipeline → Companies using marketing automation see 14.5% increased sales productivity⁵

OFFERINGS

-  RevOps Audit and Diagnostics
-  Sales Governance
-  GTM Strategy and Value Engineering
-  Revenue Transformation Office Deployment
-  Building your Revenue Engine
-  Revenue Operations for Sales Leaders
-  RevOps Transformation with AI

Service Lines

-  Consulting
-  Deployment
-  Enablement



RevOps Audit and Diagnostic

23x *Data driven companies are 23x more likely to acquire customers⁵*

32% *Companies with aligned sales & marketing see 32% higher revenue growth⁶*

Shifting to a data-driven approach will optimize and elevate your performance accelerating acquiring and retaining customers impacting your topline.

This is a comprehensive and rigorous audit of your commercial execution to identify friction and silos in your GTM, sales process, tech stack, and methodology. We assess your pipeline physics, sales and marketing automation and funnel conversion, delivering a solution heatmap and roadmap.

WE ADDRESS CHALLENGES

- ▶ Your revenue relies on hero sellers.
- ▶ Your CRM is irrelevant because data is outdated, incomplete or incorrect.
- ▶ You are chasing customers that most often stall or drop off.
- ▶ Your revenue forecasts are inaccurate.
- ▶ Your marketing team generates big volume of Leads that Sales don't touch.
- ▶ You suffer from margin erosion as your team routinely relies on discounts.
- ▶ Your customers rarely repeat purchase.

WE DELIVER RESULTS

- ▶ Validate Ideal Customer Profile and segmentation
- ▶ Audit CRM and tech stack alignment and Marketing Automation workflows.
- ▶ Analyze buyer behavior to select the optimal sales methodology.
- ▶ Map funnel physics to verify activities, accountability and exit criteria.
- ▶ Review incentive plans efficacy.
- ▶ Deliver challenge solution heatmap and 12-month prioritized roadmap.

My revenue is flat. We need a plan

CEO

CRO

My managers' forecast is inaccurate

Unclear where we lose revenue

CFO

COO

My CRM has bad data





GTM Design and Value Engineering

95% *5% increase in customer retention can increase profits by 25% to 95%⁷*

74% *Of executive B2B buyers buy from sellers who can articulate business value⁸*

Not all revenue is good revenue. Targeting the wrong customers inflates the Addressable Market, and lead to expensive, low-value customers that harm your bottom line.

We guide you to a precise strategy tailored to your strengths with Ideal Customer Profiling, Unique Value Proposition that is defensible in the competitive landscape, multi-quarter roadmaps, and a unified sales, marketing, and channel cohesive strategy. This boosts revenue and optimizes cost of sale.

WE ADDRESS CHALLENGES

- ▶ Targeting every customer creates a high-churn, low-margin customer base.
- ▶ Commoditized price wars and smaller deal sizes per customer.
- ▶ Sales and Marketing operating in silos and leads fall through the cracks.
- ▶ Low rate or decline of customer repeated purchase or share of wallet.
- ▶ You suffer from margin erosion as your team routinely relies on discounts.
- ▶ Wasting resources on customers who consume disproportionate resources.

WE DELIVER RESULTS

- ▶ Conduct Win/Loss Analysis to identify why.
- ▶ Verify Unique Selling Points that competitors cannot claim.
- ▶ Define the Razor-Sharp ICP and account tiering, a no-List and negative persona.
- ▶ Develop Feature – Advantage and Benefit maps to personas for your hero offering/s.
- ▶ Analyze customer journey of hero offerings/motions for moments that matter
- ▶ Build multi-quarter GTM roadmap based on readiness of products and markets.



How can we sell bigger deal size

CRO

CFO

How can we optimize cost of sale

How can we win repeat sales

CFO

VP Sales

Can we increase conversion



Building your Revenue Engine

20% You can achieve 20% reduction in time from lead to deal⁹

24% Faster revenue growth for companies with tight sales & marketing coordination¹⁰

B2B sales forecast accuracy is as low as 47%, according to Gartner. Without defined stage gates and rigorous methodology, your pipeline is likely filled with deals that won't happen.

We architect your revenue funnel endorsed with verifiable exit criteria from Lead Generation, efficient funnel design, and strategic models for Customer Acquisition and Retention. Our practice ensures your methodology, funnel physics, and incentive plans are aligned to drive scalable growth.

WE ADDRESS CHALLENGES

- ▶ Focus is entirely on acquisition with no attention or management to drop out.
- ▶ Deals advance to late stages and then stalls or gets lost.
- ▶ Leads are fading out without monetization or action.
- ▶ Sellers are not behaving inline with the incentive plan.
- ▶ Success of the revenue machine depends on that of very few sellers.

WE DELIVER RESULTS

- ▶ Craft funnel stages with activities, accountability and verifiable exit criteria.
- ▶ Establish joint SLAs between marketing and sales or lead generation & action.
- ▶ Install framework to qualify and advance complex deals.
- ▶ Identify and integrate sales methodology based on industry, market and product.
- ▶ Build acquisition and retention framework and create balanced Commercial scorecard.
- ▶ Structure compensation plans.



How can we sell bigger deal size (CRO)

How can we scale sales force efficacy (CFO)

How can we win repeat sales (CFO)

Align incentives to profit (Sales Ops)



Sales Governance Strategy

47% *B2B Sales forecast accuracy is as low as 47%¹¹*

94% *of employees stay longer if their learning is invested in by their companies¹²*

Gartner reports B2B sales forecast accuracy as low as 47%, making your revenue engine statistically unreliable without a rigorous governance system. We ensure your team adheres to global best practices.

This framework encompasses technology, strategic alignment, rhythm and rigor, and aligns daily activities with strategic objectives through a Balanced Scorecard of leading indicators. This will enable your managers to shift from inspection management to data-driven Talent Coaching.

WE ADDRESS CHALLENGES

- ▶ The forecast has no confidence behind it as it is often missed.
- ▶ There is no one source of truth for our pipeline and next steps.
- ▶ Sales managers are super sellers and not coaches to their teams.
- ▶ We identify problems when it is too late to intervene and influence outcomes.
- ▶ There is no structured business optics.
- ▶ There is no operational rhythm, and most discussions are ad hoc creating chaos.
- ▶ We lack insights on why & how of sales.

WE DELIVER RESULTS

- ▶ Craft funnel stages with activities, accountability and verifiable exit criteria.
- ▶ Tech Stack audit to identify the right data to enable rigor and rhythm.
- ▶ Establish a clear baseline of pipeline in a one-time workshop.
- ▶ Diagnose and articulate challenges and solution map for forecast approach.
- ▶ Design vital few key leading indicators and Balanced Commercial Scorecard.
- ▶ Install a rhythm of business at top 3 levels and manager to coach transformation.

I see results when it's late to change

CEO

COO

I require single source of truth

Transform managers to coaches

VP Sales

CRO

We starve for insights



Deploying Revenue Transformation Office

90% of organizations fail to execute their strategies successfully¹³

Organizations fail to execute strategies successfully, because daily business demands can derail it. Your Revenue strategy requires a Transformation Office.

We deploy RTO to bridge boardroom vision and field execution, ensuring successful implementation through rigorous governance and agile 60-day sprints. We co-chair meetings, ensure plan execution, and hold stakeholders accountable. We guide you through the critical path, co-managing change, mitigating obstacles, and enforcing adoption.

WE ADDRESS CHALLENGES

- ▶ Your revenue strategies don't result in change in the field.
- ▶ Pipeline is progressing slowly with low conversion rates and stalled pipeline.
- ▶ Sales is not picking up marketing leads.
- ▶ Focus is on acquisition while retention and repeat customers suffer.
- ▶ Compensation plans are not driving excellence and growth.

WE DELIVER RESULTS

- ▶ Establish RTO Charter and define path, Form executive steering body to govern.
- ▶ Audit and establish baseline of sales.
- ▶ Facilitate alignment between marketing and sales to achieve SLA.
- ▶ Implement risk triggers in your customers lifetime journey.
- ▶ Conduct manager workshops to coach and enable their transformation to coaches.
- ▶ Land change management using PROSCI.

I want to enforce the new strategy

CEO

CFO

I need governance to see ROI

How to pivot without breaking

COO

CRO

RTO should help us transform





AI Transformation Strategy

84% of C-Suite executives believe they must leverage AI to achieve growth¹³.

75% of executives report they struggle with how to scale AI across the business¹³.

AI transformation is a key shift in business strategy, people and culture, which is where we focus to drive sustained value. We audit your value chain, industry and trends to pinpoint and prioritize impactful use cases, build robust frameworks, redesign operations, reengage customers and employees and innovate the product and customer experience with AI. We structure your Center of Excellence to ensure sustained disruption and innovation with broad enterprise impact, responsible and ethical AI, bridging pilots to production with clear ROI. Our strategy tackles scale, strategic alignment, ethical governance, enabling leaders to confidently leverage AI for disruption, transformation and accelerating growth.

WE ADDRESS CHALLENGES

- ▶ Unable to deliver real world disruption and Impact.
- ▶ Unclear ROI or impact to business value.
- ▶ Lack of structured change management negatively impact AI adoption.
- ▶ Could we be exposing the company to legal, ethical, and security risks due to a lack of "Responsible AI" guardrails.
- ▶ Where do we start pilots and how do we transform them into real time execution.

WE DELIVER RESULTS

- ▶ Audit your value chain to identify impactful and industry cutting edge AI use cases.
- ▶ Prioritize GenAI and Agentic AI use cases based on ROI and time-to-value.
- ▶ Design your AI Center of Excellence for governance and sustained innovation.
- ▶ Design Adoption Plan to drive human adoption and augment your workforce.
- ▶ Advise on strict ethical, privacy, and security frameworks to drive institutional trust.

How can AI disrupt & accelerate growth

CEO

COO

How to integrate agents into our flow

How to operationalize AI?

CIO

CHRO

How do we transform the culture

^{1,5,9} McKinsey & Company
^{2,6,8} Forrester
^{3,13} HBR

^{4,7} Bain & Co
⁵ Nucleus Research

¹⁰ Dream Factory
¹¹ Gartner
¹² LinkedIn

¹³ Accenture

Our differentiated value

PRAGMATIC & ACTIONABLE

We deliver impact based on data driven, proven frameworks and actionable insight.

Unlike Typical consulting delivering 100-page decks, charge, and leave.

PROVEN FRAMEWORKS

We deploy proven best practice and end to end expertise to frame, craft and advise your growth.

Unlike Individual Experts who use check-box approaches.

SUSTAINABLE IMPACT

We bend the curve on multiple horizons specific-to-your business to deliver sustainable impact.

Unlike other agencies who provide generic awe that fades with time.

We help you craft your strategy, commercial execution and operations at all organization levels. We will follow through with a flywheel of consulting, deployment and enablement.

SERVICE LINES

- Consulting
- Deployment
- Enablement

CAPABILITIES

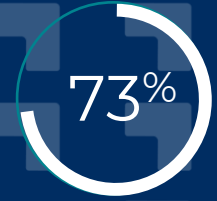
- Corporate Strategy
- Commercial Growth
- Operations Excellence



Our Capabilities

CORPORATE STRATEGY

Strategic Foundation	Business Model Diagnostics & Optimization
Strategy to Execution Operating Plan	AI Transformation Strategy
PMO Setup and Pilot	Execution Support and Acceleration



Of executives say their company has a strategy but they cannot articulate it (HBR)

COMMERCIAL GROWTH

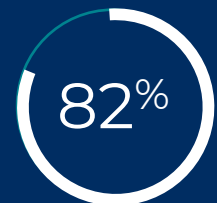
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Companies with aligned sales and marketing see 32% higher revenue growth (Forrester)

OPERATIONS EXCELLENCE

Procurement Reinvention	Operations & Logistics Transformation with AI
Lean Supply Chain Optimization	Cost Saving as a Service
Waste-to-Worth Sustainability Journey	Purchasing Leaders Academy
Operations Governance	Supply Chain Leadership Program



of companies reported missing their cost reduction targets (Deloitte)

**Let's discuss.
Looking forward.**



Kamelizer Spaces, District 5, Ain El Sokhna Rd, New Cairo, Cairo, Egypt.
sales@growth-plus.co
www.growth-plus.co