

ACCELERATE YOUR GROWTH

Eliminate uncertainty, connect with more customers
and drive predictable revenue growth.

Introducing a new era in Pipeline Development

Growth Orbit's Pipeline-as-a-Service
Powered by GrowthOS[®]

2025



Uncovering the Challenges

IS YOUR SALES FUNCTION BUILT FOR SUSTAINABLE GROWTH?

MIS-ALIGNMENT: THE DIMINISHING RETURNS ON TRADITIONAL SALES METHODS

Statistics: "60% of SME businesses cite finding new customers as biggest hurdle:
The old methods deliver increasingly fewer positive results with increased efforts.
(Source: Forbes, 2024)

THE PARADIGM SHIFT IN BUYER DYNAMICS

Statistic: "91% of buyers come to meetings after doing deep research on the vendor & 70% conduct their own online research to support a buying decision."
With buyers now in the driver's seat, sellers must advance & connect with customers in multi-channels & at higher levels.
(Source: Corporate Visions)

TECH-ENABLED SUCCESS

Reality Check: B2B organizations with unified, technology-powered strategies across client development functions **experience 24% faster revenue growth and 27% faster profit growth** ... underscoring the catalytic effect of tech-enablement on sustainable business expansion.
(Source: Revnew, 2025)

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MODERN SKILLS & RESOURCES: GTM IS INCREASINGLY TECH-LED

Statistics: "32% of SME businesses lack internal support resources to execute aggressive go-2-market plans:
Keeping up, much less getting ahead, is difficult with new technology evolving rapidly.
(Source: Forbes, 2024)

COMPETITIVE DISADVANTAGE ALERT

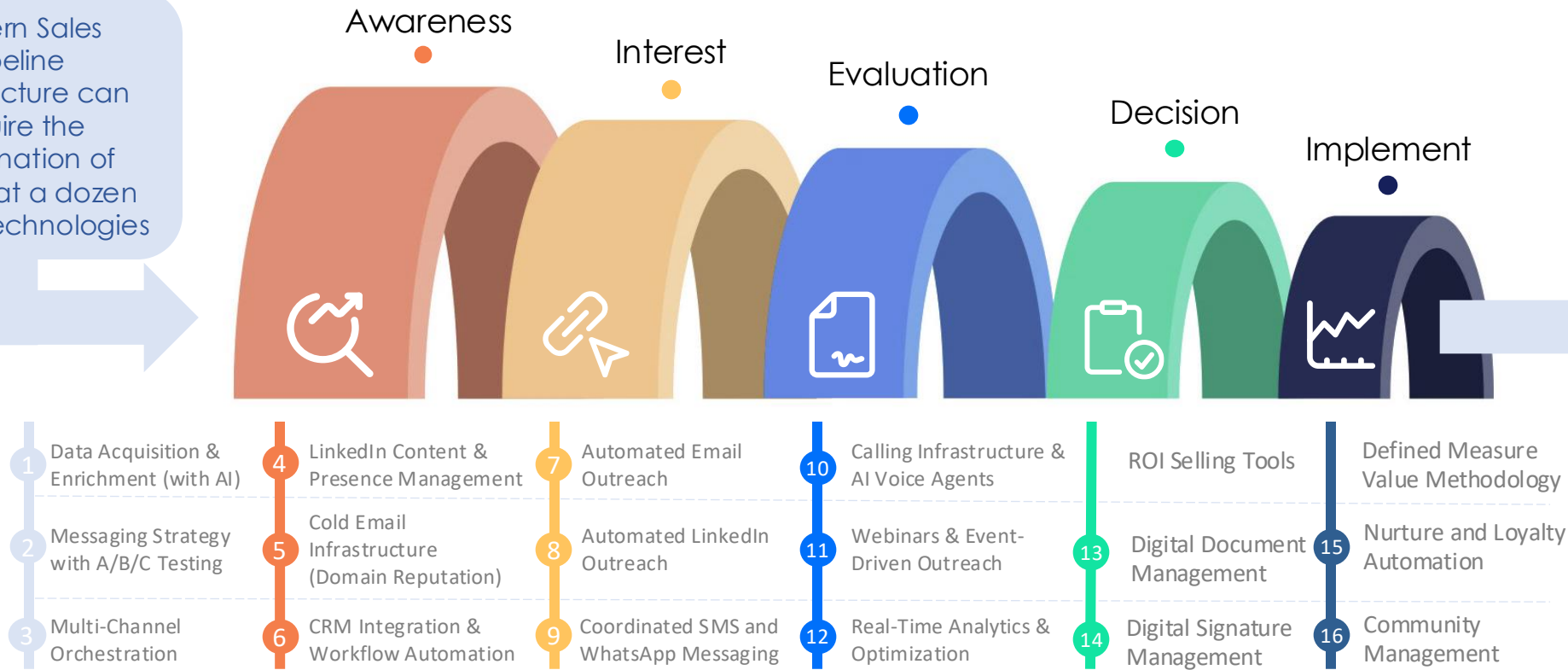
Call to Action: "80% of of B2B sales interactions are digital"
"While you focus on traditional sales techniques, your rivals are leveraging cutting-edge AI in Sales & Marketing to gain a competitive edge."
(Source: Trinity42)

Pipeline Success Requires A Holistic Approach

Building a predictable sales pipeline demands more than isolated tactics—it requires a fully-orchestrated system. Success requires unified data intelligence, multi-channel outreach, AI-powered automation, and proven sales leadership within one modular framework, achieving a turnkey engine that scales revenue while you focus on closing deals.

Modern Sales Pipeline Infrastructure can require the coordination of more than a dozen distinct technologies

Disjointed outbound efforts result in wasted spend, missed opportunities, and up to **70% lower conversion rates** compared to coordinated, multi-channel strategies.



Pipeline-as-a-Service

FULL LIFE-CYCLE SERVICES TO DELIVER & EXECUTE

Precision Messaging Framework	Tech Stack Accelerate	Fractional Sales + Execution Engine	Multi-Channel Lead Generation	ABM: High-Value Account Penetration	RevOps Advantage
<p>Speak to the right people in the right way</p> <ul style="list-style-type: none"> ▪ Persona-based ▪ Vertical specific ▪ Tailored campaign strategies 	<p>Optimize CRM & tool integration</p> <ul style="list-style-type: none"> ▪ Cost Right-sizing ▪ Tool functionality ▪ Data quality & integrity ▪ AI-plugin-ins 	<p>Leadership with Leverage</p> <ul style="list-style-type: none"> ▪ Playbook development ▪ Messaging alignment ▪ Team Mgt ▪ RevOps ▪ Analytics 	<p>AI-driven B2B Sales Development Platform</p> <ul style="list-style-type: none"> ▪ Email ▪ LinkedIn ▪ Targeted calling ▪ Community building 	<p>Focus Bus Dev effort on highest value targets</p> <ul style="list-style-type: none"> ▪ Account-based Marketing ▪ Battle Mapping ▪ Strategic outreach ▪ Data gathering ▪ Scorecard results 	<p>Revenue Acceleration through data & tool alignment</p> <ul style="list-style-type: none"> ▪ Align Sales, Marketing & Customer Success ▪ Shared data & analytics ▪ CRM data optimization

We don't just provide leads — we engineer revenue

Strategic Partner – We are your expert-level guide through the sales transform to alignment with long-term goals

Integrated Modular Services – Advisory & execution across the whole sales & marketing function - not just leads

Unified AI-Revenue Engine – Proprietary, tailored & integrated technology to accelerate results

Unique human-based execution – Experienced Service Delivery, on-boarding & reporting from the start

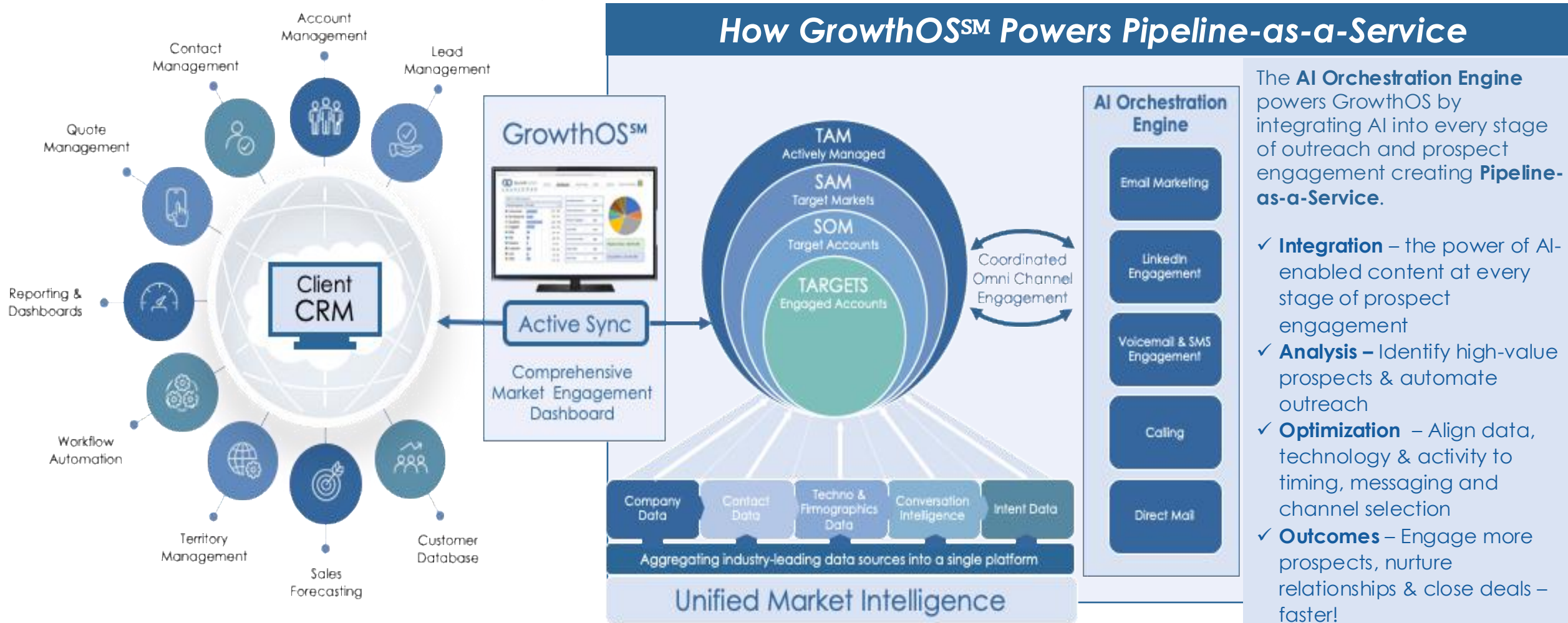
Speed – AI-powered automation accelerates lead quality & pipeline growth

Outcome based & Measurable Impact – Every action ties back to revenue

AI-Powered Pipeline-as-a-Service



GrowthOSSM helps you identify the right targets, engage more prospects & accelerate revenue growth—faster, smarter, and with confidence.

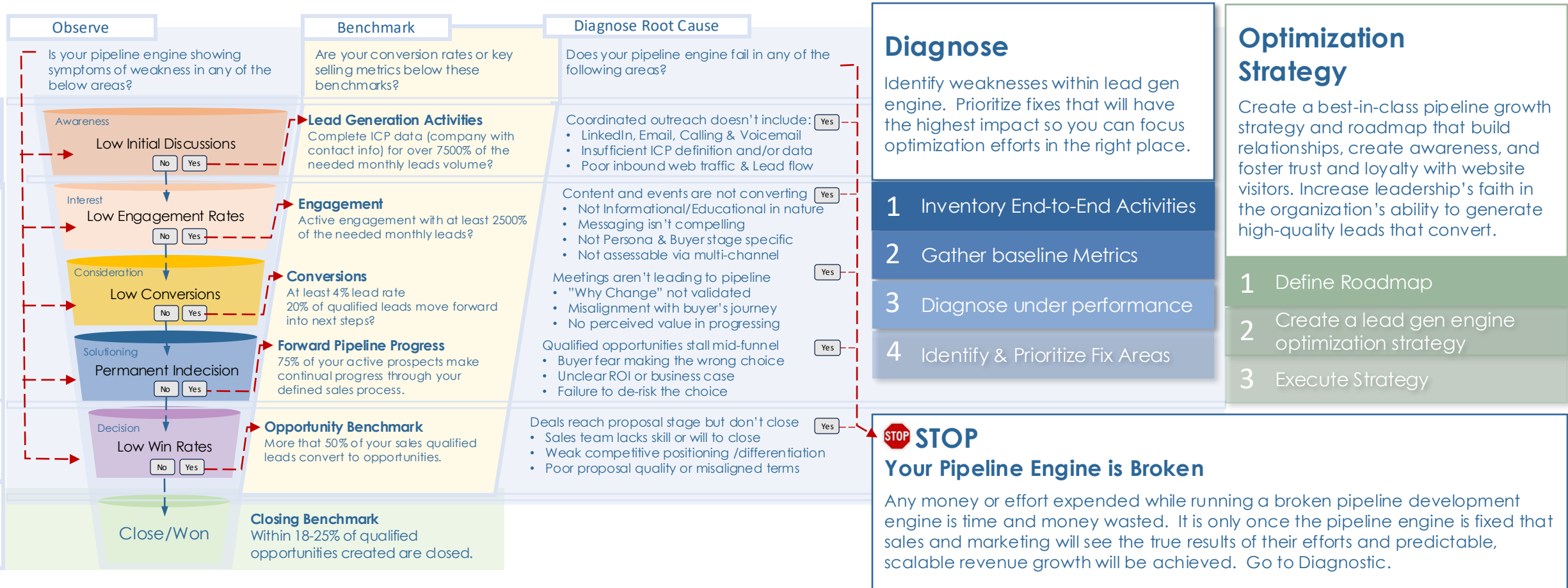


GrowthOS® Framework



Diagnose, Solution and Optimize

Your pipeline is foundational in building long-term customer relationships. Yet, up to 80% of sales and marketing leaders do not understand how to diagnose, solve and optimize their pipeline engine. Without the ability to diagnose pipeline engine flaws, revenue growth leaders will fail to identify and remedy true issues and fail to achieve sustainable revenue growth.



MARKET

Developing a Comprehensive Understanding



TAM Total Addressable Market

A comprehensive understanding of your market and buyers is essential for developing an effective engagement strategy. Growth Orbit develops deep market insights and actionable intelligence to drive a more successful sales strategy.



Ideal Customer Profile

Target and acquire the right customers, reducing churn, increasing lifetime value.



Expertise in Market Research:

Growth Orbit uses advanced market research techniques to provide detailed insights into the total and serviceable addressable markets.

Employ a mix of qualitative and quantitative research methodologies to gather comprehensive data.



Data-Driven Approach:

Leverage data analytics and proprietary tools to calculate TAM and SAM accurately.

Use predictive modeling to identify potential market opportunities and threats.



Customer Insights and Profiling:

Develop detailed ICPs and buyer personas based on extensive customer data and market analysis.

Continuously refine profiles using real-time data and feedback to ensure they remain relevant.



Actionable Intelligence:

Provide actionable insights that help businesses understand where to focus their efforts for maximum impact.

Support clients in developing targeted marketing and sales strategies that align with their market opportunities.

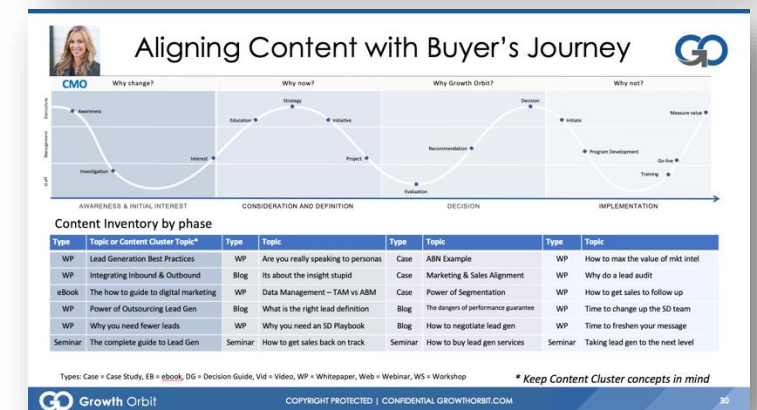
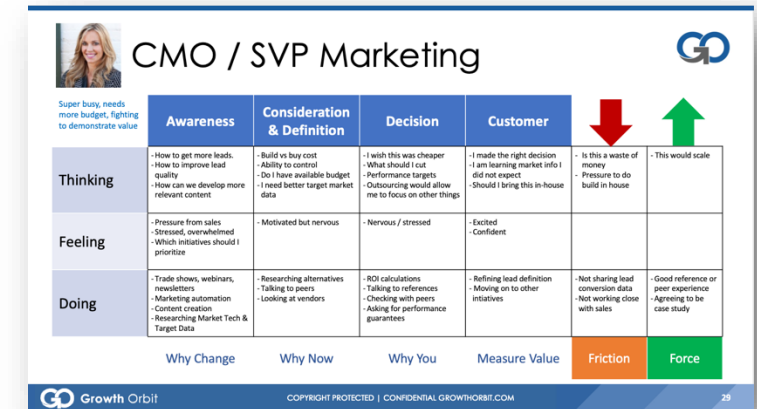


Precision Messaging Framework



We develop persona-based and industry-specific messaging strategies, delivering ready-to-use, tested playbooks that enhance engagement and conversion rates with your target audience.

- **Prospect Insight:** At Growth Orbit, we tailor messaging to specific buyer personas by using data from market research and feedback, ensuring we address their unique needs and challenges.
- **Value Proposition & Differentiators:** We clearly articulate the unique value and benefits of our clients' solutions, differentiating them from competitors to resonate with target buyers.
- **Content & Digital Assets:** Our strategy involves developing targeted content (blogs, whitepapers, videos) that engages buyers at various stages of their journey, providing relevant and valuable information.
- **Storytelling:** We use compelling narratives and real-life examples to build emotional connections, making our clients' messages memorable and impactful.
- **Proof Points & Case Studies:** We showcase success stories and tangible results through case studies and testimonials, building trust and credibility with prospects.
- **Effective Testing:** Growth Orbit continuously tests and refines messaging to ensure it resonates with the target audience, driving engagement and conversions.





Customer Buying Process Alignment

This comprehensive assessment and strategic roadmap is designed to optimize your sales function, providing a solid foundation for growth through actionable insights and tailored recommendations.

Buyer's Journey



Seller's Journey & Tool Requirements

Territory Planning	Opportunity Generation	Gain Sponsorship	Solution Development	Solution Confirmation	Negotiate & Close	Implement and Expand
<ul style="list-style-type: none"> Territory Analysis TAM Study Target Market Data Territory Planning Guide Time Strategy 	<ul style="list-style-type: none"> Sales Dev Playbook Call Cadence Messaging Guide Talk Tracks & Call Guides 2 Minute Drill Qualifying Guide 	<ul style="list-style-type: none"> Sales Execution Playbook Call Planner Needs Assessment Capabilities Presentation Case Studies 	<ul style="list-style-type: none"> Sales Execution Playbook Assessment Planning Guide Value Assessment ROI Tool SWOT Tool 	<ul style="list-style-type: none"> Configuration tool Pricing Tool Demo Guide NDA Proposal Template Battle Cards 	<ul style="list-style-type: none"> Objection Handling Guide Contract Template Closing Checklist e-Signature Tool 	<ul style="list-style-type: none"> Service Delivery Playbook Measure Value Guide Account Development Planning Guide



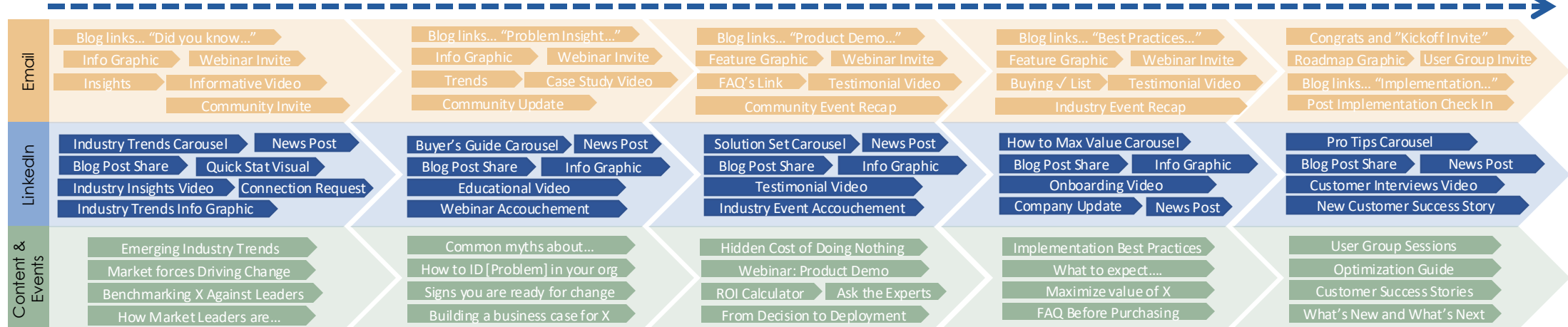
Content Marketing Alignment

Aligning content with the selling process ensures that every asset directly supports the prospect's decision-making at each stage of their journey, making outreach more relevant and effective. By matching content formats and topics to specific buyer needs, you move leads through the funnel with purpose, clarity, and higher conversion rates.

Buyer's Journey



Outbound Content Support Requirements



Monthly Insights Newsletter

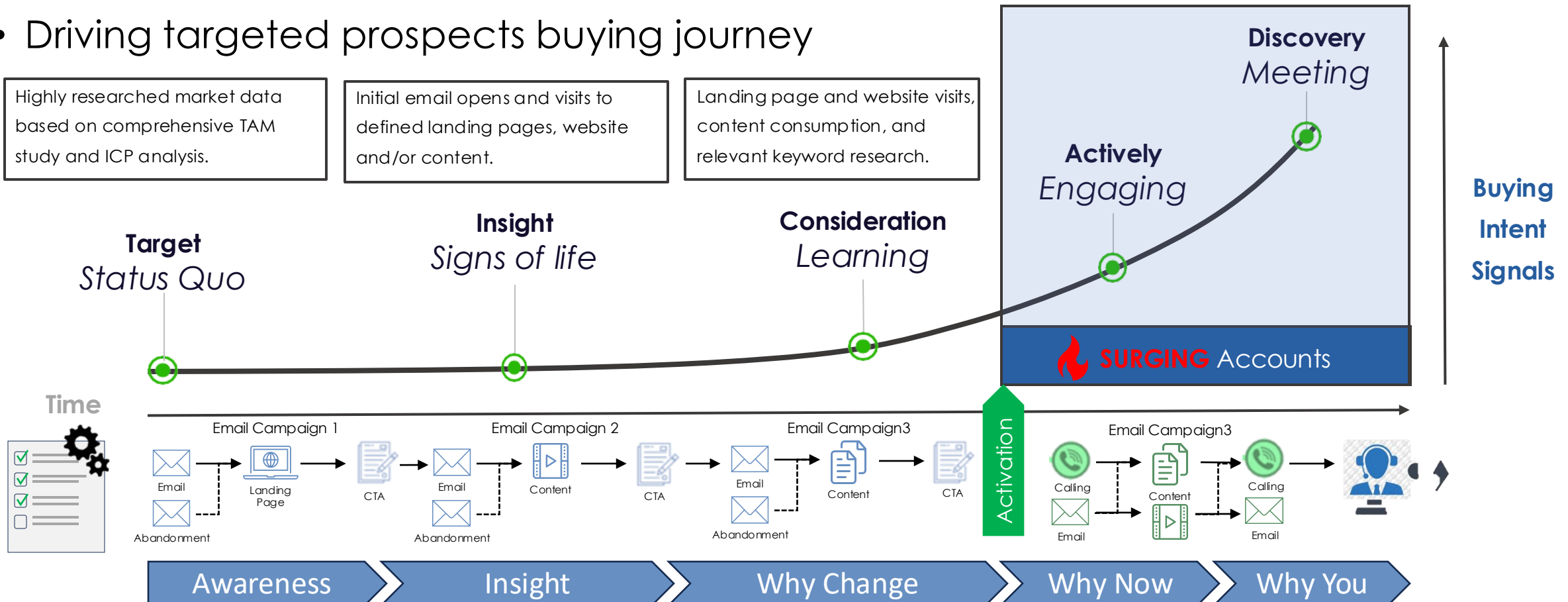
FAST-TRACK YOUR WAY TO REVENUE

Sales Acceleration Booster



Our Sales Acceleration Booster™ is an intensive 120-day sprint designed to rapidly ignite lead generation and accelerate pipeline growth. Leveraging Growth Orbit's deep expertise and proven sales frameworks, we deploy a dedicated outbound SDR team that utilizes precision messaging and swift feedback loops to optimize outreach effectiveness in real-time. This program integrates our extensive industry knowledge and successful methodologies to ensure your organization achieves significant pipeline impact within a short timeframe.

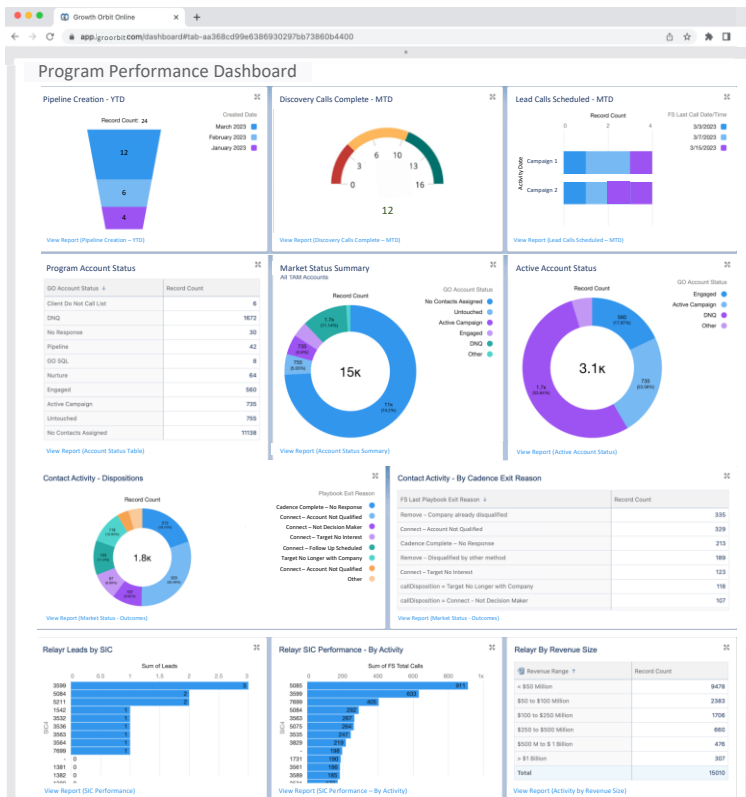
- Driving targeted prospects buying journey



Data-Driven, Measuring Success



Metrics and analytics are critical for tracking success and driving continuous improvement. By measuring key performance indicators (KPIs), organizations can make data-driven decisions, optimize their sales strategies, and ensure sustainable growth.



- Growth Orbit implements comprehensive metrics and performance tracking to make informed, data-backed decisions that optimize sales processes and outcomes.
- Growth Orbit provides sales leadership with insight to key performance data and the tools and best practices for effective coaching, to drive continuous improvement.
- We implement and optimize tech stacks that unify CRM systems, sales engagement platforms, and AI-driven analytics to streamline workflows and provide actionable insights.
- Many traditional CRM and Sales Enablement systems fall short in providing deep insights and easy access to critical performance data. Growth Orbit leverages advanced dashboard tools and customized reporting solutions to bridge these gaps.
- Our expertise in designing and implementing sophisticated dashboards ensures that clients gain deeper insights into their sales performance. These tools provide real-time visibility and comprehensive analytics, enabling more informed decision-making and strategic adjustments.

Pipeline-as-a-Service

Flexible, Modular Pricing Model



Our pricing is structured around the scale and complexity of your outbound efforts—from targeted individual outreach to enterprise-grade, multi-channel programs. Each package is modular and can be customized to match your sales team size, market focus, and growth priorities.

	Precision Growth	Momentum Growth	Synchronized Growth	Outbound Acceleration 5K	Outbound Acceleration 10K	Command & Convert ABM
Comprehensive TAM Analysis & Management	✓	✓	✓	✓	✓	✓
Data Acquisition	✓	✓	✓	✓	✓	✓
Data Enrichment (Including AI Triggers)	✓	✓	✓	✓	✓	✓
Data Management	✓	✓	✓	✓	✓	✓
Sales Messaging Strategy (including A/B Testing)	✓	✓	✓	✓	✓	✓
Content Strategy – Outbound Engagement	✓	✓	✓	✓	✓	✓
Individual LinkedIn Content Strategy	✓	✓	✓			✓
Corporate LinkedIn Content Strategy Execution	✓	✓	✓			✓
Managed LinkedIn Accounts (Navigator Required)	1	2	3	NA	NA	Up to 8
Orchestrated LinkedIn Outreach	500 Contacts	500 Contacts	1,500 Contacts	NA	NA	4,000
Cold Email Infrastructure (Domain Reputation)	✓	✓	✓	✓	✓	✓
Orchestrated Email Outreach	1,500 Emails	3,000 Emails	5,000 Emails	5,000 Emails	10,000 Emails	10,000 Emails
Multi-Channel Orchestration	✓	✓	✓			✓
CRM Integration	✓	✓	✓	✓	✓	✓
AMB Engagement & Intelligence Tracking						✓
Real-Time Analytics & Optimization	✓	✓	✓	✓	✓	✓
Monthly Investment	\$3,750	\$4,750	\$6,750	\$6,250	\$9,550	

Optional Add-on Services						Included
Voice Calling	✓	✓	✓	✓	✓	✓
Calls Per Month	800	1,600	3,200	1,600	3,200	3,200
AI Voice Agent (In addition to outbound)			✓			✓
Monthly Investment	\$2,500	\$5,000	\$9,000	\$5,000	\$9,000	\$16,750






Example Case Studies

Proven Results

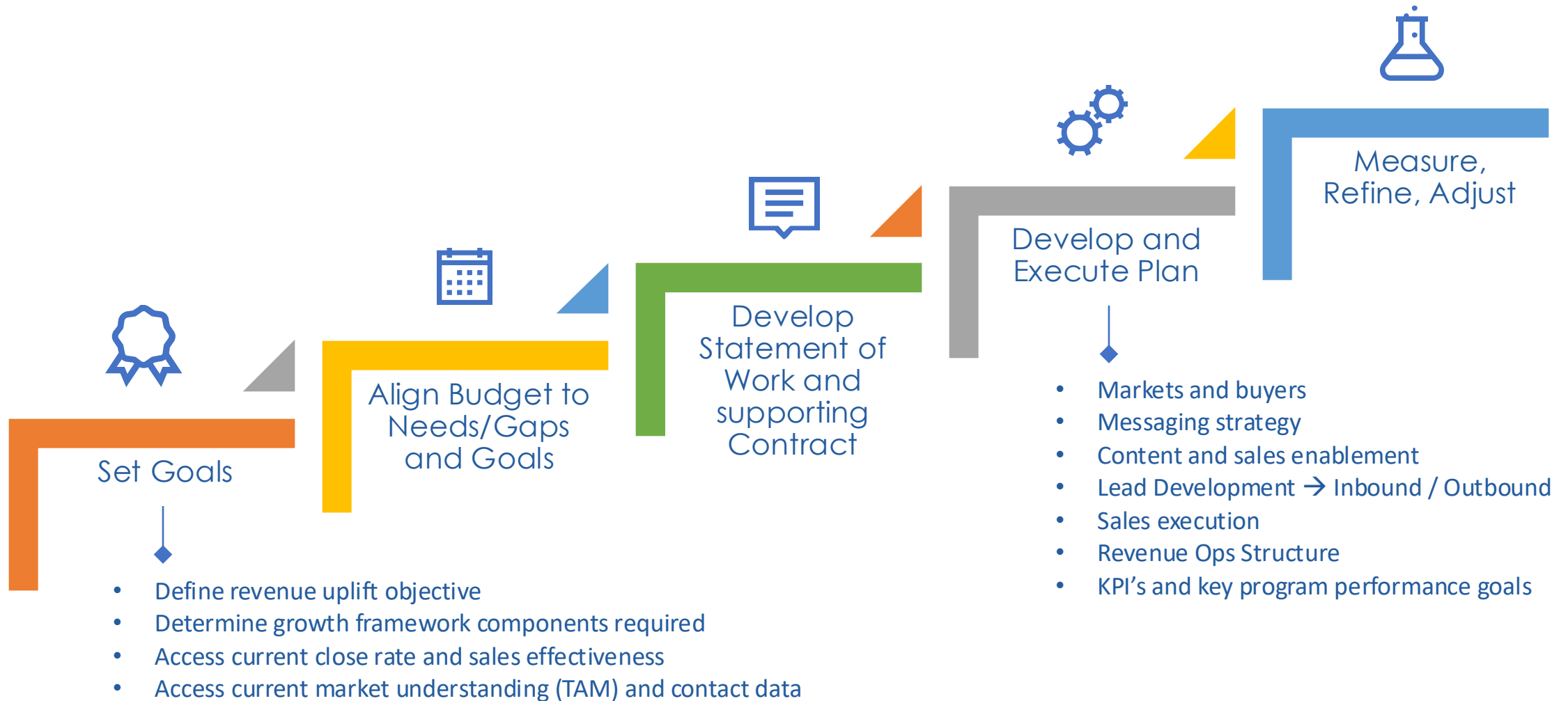


Engagement

Outcome

	Sales Effectiveness	Quovant, a MSP for legal departments, initially engaged us to develop a pipeline development program. As the engagement progressed, it became evident that a more comprehensive sales effectiveness program was needed. We redesigned their sales processes to align better with customer purchasing behaviors, implemented a value assessment process, significantly improving performance and culminating in the successful acquisition of the company by Miratech—a win for the investors.
	Sales Transformation & Interim Leadership	Kimco, a company specializing in corporate real estate services, initially engaged us to enhance their pipeline development. This collaboration highlighted the need for a robust, data-driven sales strategy, leading to our appointment in an interim CRO role where we revamped the sales organization. This strategic overhaul facilitated a successful exit for the company's investors, demonstrating the effectiveness of aligning sales strategies with business objectives.
	Pipeline Development	Avaya was launching a new UCaaS offering during a worldwide pandemic, facing the challenge of lacking a robust pipeline to support the product launch despite years of development. We were engaged to develop this pipeline in an outsourced manner, leading to the creation of a comprehensive sales development playbook and a thorough TAM analysis. Our efforts included launching a sales development campaign that, over two years, engaged over 20,000 companies, generated just under 500 leads, and created an impressive \$80 million in pipeline opportunities.
	Contact Center Transformation	Serendipity Labs faced significant challenges with its existing contact center, which was highly reactive, suffered from high turnover, and lacked scalability and advanced sales capabilities. We conducted a thorough assessment and subsequently redesigned the organization, establishing critical processes and a robust leadership infrastructure. We also identified the need for several technological enhancements, which we managed through design and implementation, transforming the organization into a more capable and scalable entity.
	Business Transformation	Convergent, initially struggling with growth and an over-reliance on non-recurring revenue in the digital signage industry, engaged us for a comprehensive organizational transformation. We developed a groundbreaking product strategy, introducing the industry's first Digital Signage as a Service offering, and secured contracts worth over \$30 million with major clients such as T-Mobile and Home Depot. This strategic pivot and successful client acquisitions facilitated Convergent's successful acquisition by Sage Networks.

NEXT STEPS



Additional Information

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