



PROOF OF THE SYSTEM

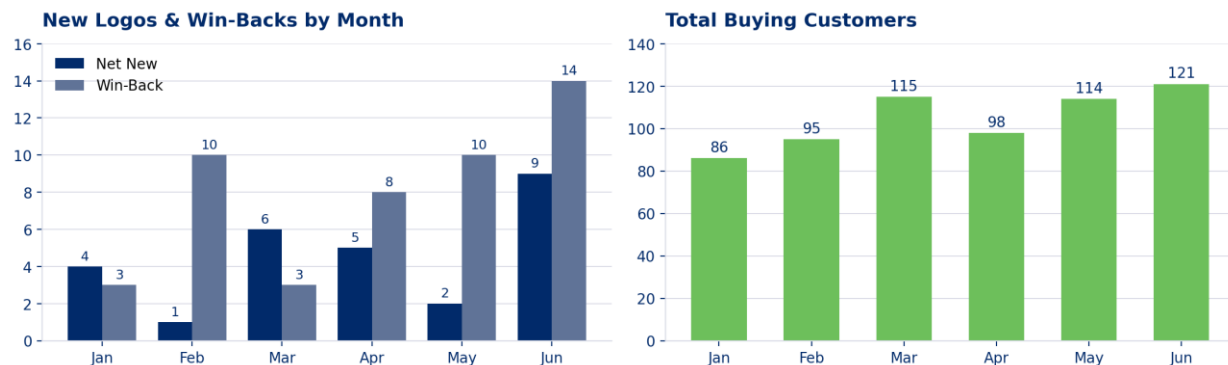
Client Success Stories

New Customers and Win-Backs Rose Dramatically in the First Month of Outgrow

IT HARDWARE & NETWORKING RESELLER

Growth Is Following the Activity

Net New, Win-Back, and Total Buying Customers, by month



In its first partial month on Outgrow, this IT hardware and networking reseller tripled net-new customers, from a 3.6 monthly average to 9, and more than doubled win-backs, 6.8 to 14. Both were the year's best.

Growth is following the activity. The proactive calls are translating straight into logos.

YTD NEW CUSTOMERS

+250%

Monthly average: 3.6

First Outgrow month: 9

YTD WIN-BACKS

+206%

Monthly average: 6.8

First Outgrow month: 14

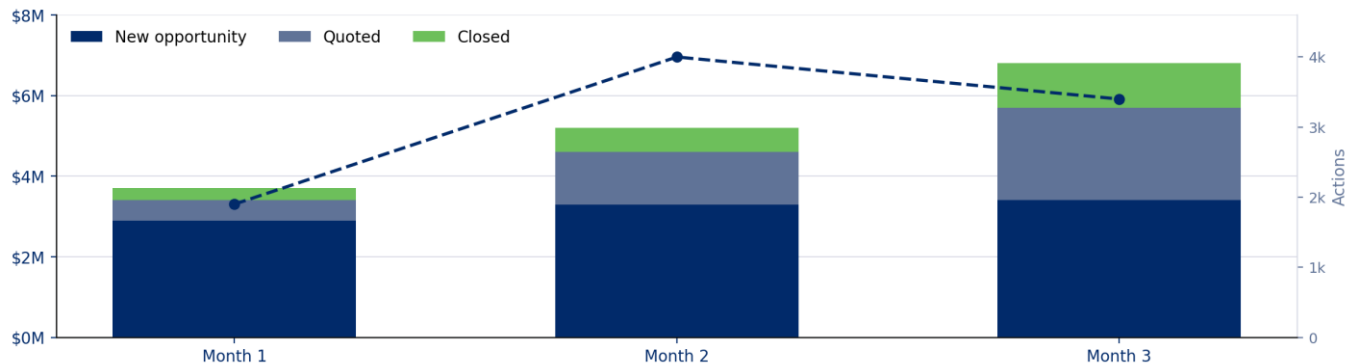


A Fully Bought-In Team Turns Consistent Actions Into \$15.7M

TALENT / PROFESSIONAL SERVICES

Monthly Actions & Revenue

New opportunity, quoted, and closed, with proactive actions



IN ONE REPORTING WINDOW

\$15.7M

total revenue

- 9.3K total actions
- \$9.6M new opportunity
- \$4.1M quoted
- \$2.0M closed

This team embraced every aspect of Outgrow. A Champion, their sales leader, runs it, the visionary and integrator join every all-team meeting, and about 50 of 55 people report weekly.

Consistent proactive actions, week after week, compounded into \$15.7M in revenue.



CLIENT SUCCESS STORY

\$900K in New Growth After Five Flat Years

CUSTOM HOME BUILDING & DESIGN (~\$13M)

5 years

flat before Outgrow

\$900K

new growth in ~5 months (~18% pace)

1 call/wk

per person, the entire ask

WHAT HAPPENED

A ~\$13M custom home builder had been flat for five years and believed it simply couldn't grow. Five months after the Launch Workshop they were already \$900K toward a \$2.2M goal. Right on pace, roughly 18% growth.

OUTGROW ACTION

The champion, the company's integrator and a natural relationship-builder, taught the whole team relationship-mapping and "pivots" on a bar of just one proactive call per person per week.

TAKEAWAY

A tiny, sustainable habit, owned by a committed champion, can break years of flat revenue. Growth is a culture change, not a volume grind.

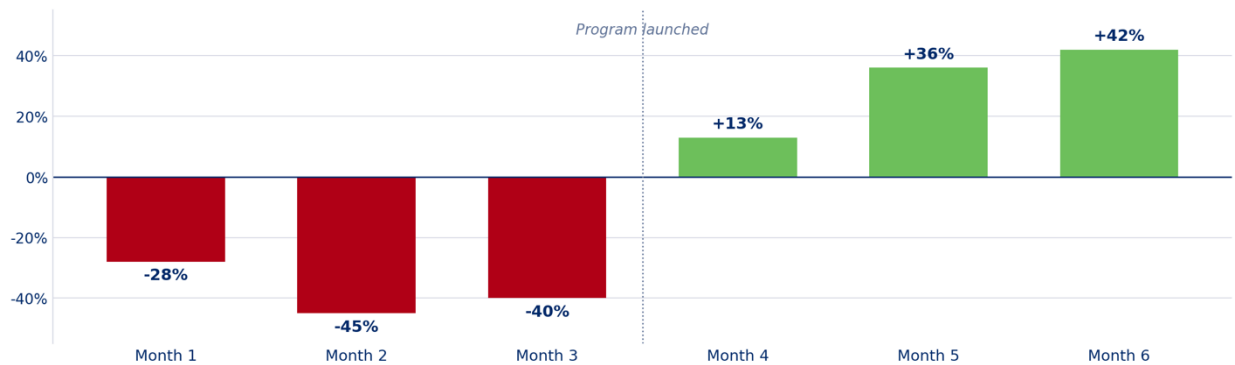
"I don't understand how we did it. - the client's champion"



From Declining Revenue to Growth: an 87-Point Swing in One Quarter

From Declining Revenue to Growth

Revenue % change, year over year, one team's story



Down 45% year over year at its lowest, this team rebuilt how it approached revenue: structured, repeatable, intentional. Ninety days after launching Outgrow, it was up 42%.

Same market. Same product. Different system.

REVENUE SWING, ONE TEAM

+87 pts

Down 45% at its lowest, the month before launch
Up 42% ninety days after launch



From 3 to 8 Salespeople in the \$1M+ Club

From 3 to 8 in the \$1M+ Club

Salespeople producing \$1M+, with months still to go



Five months after the Launch Workshop, revenue was up over 7%. Last year the client had 3 salespeople producing \$1M+; seven months into this fiscal year they already had 8, with 5 months still to go. The advisor split the launch into groups, then brought everyone together for a celebration and panel where team members taught each other.

Outgrow compounds: more team members cross the \$1M line and year-over-year revenue climbs month after month.

3 → 8

salespeople in the \$1M+ club, year over year

+7% revenue in 5 months

+20-60% YoY each month



Opportunities Doubled in ~10 Weeks

FINANCIAL SERVICES / WEALTH MANAGEMENT

2×

opportunities, year over year, in ~2.5 months

Associates moved from observing to actively selling

Financial services / wealth management · Not disclosed (early-stage engagement, ~2.5 months in)

WHAT HAPPENED

At a wealth management firm, opportunities roughly doubled year over year within about ten weeks of starting Outgrow. The biggest driver: the associates, who had always sat beside the wealth managers, started doing proactive outreach themselves. Their Outgrow Advisor stays close, using the weekly data to point the firm's young champion at exactly the right coaching conversations.

OUTGROW ACTION

Weekly reports flag specific people and specific gaps, so the champion always knows who to coach next. Associates who used to watch now reach out.

TAKEAWAY

Activate the people who support your producers. When the associates start reaching out, opportunities multiply fast.

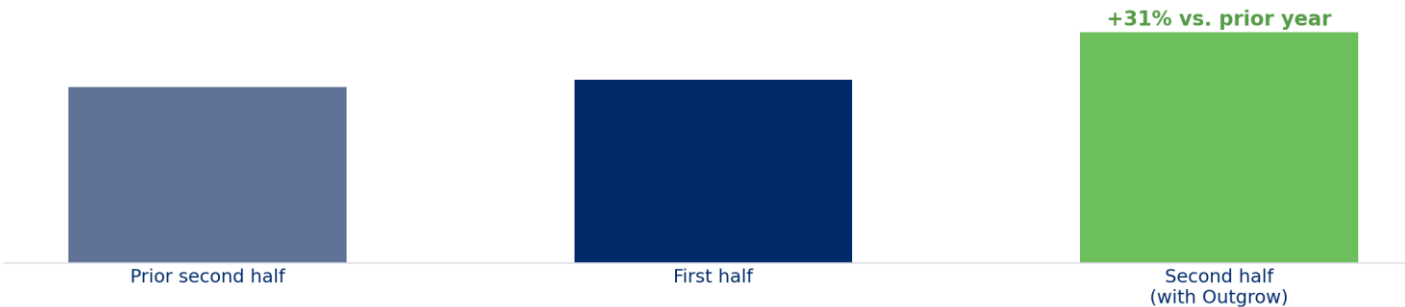


New Revenue Up 31% in the Insurance Space

INSURANCE

New Business by Period

Weekly new revenue, indexed to the first period



+31%

**weekly new revenue vs. the prior year (plus
+26% vs. the first half)**

Launch Workshop in late summer
second half of the year with Outgrow

Analyzing year-end data for an insurance client (Launch Workshop in late summer), the key metric, new revenue generated, showed weekly new revenue up 31% versus the prior year and up 26% over the first half of the year once Outgrow was in place in the second half. For context, the client's pre-Outgrow growth from the prior second half to the first half was only ~3.8%, below insurance-industry inflation, meaning they were effectively shrinking in real dollars before Outgrow.

Outgrow turned real-dollar shrinkage into double-digit new-revenue growth in a single half-year.



PE-Owned, Billion-Dollar Client Up 51% in a Month

NOT DISCLOSED (MULTI-UNIT)

+51%

biggest business unit's December revenue vs prior December

Up 36% after just three weeks · \$50M in a month for the first time · all four units expanded on one multi-year agreement

Not disclosed (multi-unit) · Billion-dollar revenue; PE-owned

WHAT HAPPENED

A PE-owned, billion-dollar company with four business units launched Outgrow in early November. Three weeks in, the biggest unit was up 36%. The next month it was up 51% and hit \$50 million in a month for the first time in company history. The CEO then put all four units on a multi-year engagement in a conversation that took about five minutes.

OUTGROW ACTION

Ran the Outgrow system in the biggest unit first. The results made expanding to all four an easy yes.

TAKEAWAY

Results move fast, even at scale. When your biggest unit grows 51% in a month, the next decision takes five minutes.

“Their biggest unit in December was up fifty one percent over last December. They hit fifty million dollars in a month for the first time. - Outgrow founder”



An \$17.6M Business Grows 80% to \$31M After Fixing the Weekly Huddle

80%

revenue growth in one year (\$17.6M to \$31M)

First half: \$10.5M · second half: \$20.5M

\$17.6M revenue

WHAT HAPPENED

A \$17.6M business sold only \$10.5M in the first half of the year, and the owner was frustrated. Their Outgrow Advisor sat in on the weekly huddle and found the problem: the meeting looked entirely backward, reviewing last week instead of planning the next one. They fixed it. The second half came in at \$20.5M, and the year finished at \$31M. That is 80% growth, and a small company became a midsize one in a single year.

OUTGROW ACTION

Rebuilt the weekly huddle to be forward-looking and proactive instead of a review of last week's results.

TAKEAWAY

The weekly huddle is where growth is made. Point it forward and the numbers follow.

“They hit thirty one million dollars last year from seventeen point six. That is eighty percent growth, my friends. - Outgrow founder”



A Plumbing Client Up 80% in Leads

HOME SERVICES / PLUMBING

+80%

year-over-year increase in plumber leads for one client

Plumber leads up 80% year over year while the owner believed growth was flat

Home services / plumbing · Small companies (under \$10M)

WHAT HAPPENED

A plumbing company's owner felt flat, like the program wasn't working. The data said otherwise: plumber leads were up 80% year over year. Smaller companies are a bumpier ride month to month, and the same data that proves the growth also reveals exactly where the weak spots are, in process, training and accountability.

OUTGROW ACTION

Used the weekly activity data to show the real growth and pinpoint what to fix next.

TAKEAWAY

Owners often can't feel growth that is really happening. The data sees it, and shows what to fix.

“They were up eighty percent in leads year over year, and the owner was down on the program because they were flat. - their Outgrow Advisor”



\$460K Uncovered in the First Days After Launch

CUSTOM HOME BUILDING / CONSTRUCTION

\$460,000

Opportunities found in launch-week calls

\$20,000 closed in the first days · \$460,000 in new opportunities

Custom home building / construction · \$13 million revenue

WHAT HAPPENED

A \$13M custom home building company ran its Outgrow Launch Workshop with a strong internal champion. In just the proactive calls made during the session, on a Thursday and Friday, the team closed \$20,000 and uncovered \$460,000 in new opportunities.

OUTGROW ACTION

The team made real proactive calls, in the room, on launch day.

TAKEAWAY

The first calls surface real money. Hundreds of thousands in opportunity can show up in days.

“They closed twenty thousand dollars, and they found four hundred and sixty thousand dollars in just the calls they made on launch day. - their Outgrow Advisor”



A New Client Won Days After the Launch Workshop

1

New client won from launch-workshop productivity

COO emailed the whole company celebrating the win

\$50 million revenue

WHAT HAPPENED

Weeks after a \$50M company's Launch Workshop, the COO sent a company-wide email celebrating a big win: a new deal and a brand-new client that came directly from the proactive activity the workshop set in motion.

OUTGROW ACTION

The Launch Workshop turned proactive outreach into immediate pipeline, and leadership celebrated the win publicly.

TAKEAWAY

Celebrate the wins loudly. Momentum compounds when the whole company sees the system working.

“The COO sent an email out, forwarded to the whole company, about a big win they just got: a new deal, a new client, as a result of the productivity in our launch workshop a few weeks ago. - their Outgrow Advisor”



Referrals Up 54% After Losing 30% of the Referral Base

TRADES / HOME SERVICES (PLUMBING)

54%

Year-over-year increase in referrals

Revenue up 4% despite losing 30% of the referral base ·
invoices up ~28%

Trades / home services (plumbing)

WHAT HAPPENED

It looked like Outgrow wasn't working, and the client said so. Then the data told the real story. The company had lost 30% of its referral base to a reputation issue that had nothing to do with the program, and revenue was still up 4%. Referrals were up 54% year over year. Invoices were up about 28%. The growth was there the whole time.

OUTGROW ACTION

A deep dive into the year-over-year data separated what the program was producing from what the market had taken away.

TAKEAWAY

With line of sight into your data, you are never guessing. The leading indicators show what is really happening.

"Year over year right now in referrals, they're up fifty four percent. - their Outgrow Advisor"



From Down 6% to Up 15% in One Year

15%

Year-over-year February revenue growth after recovering a prior-year decline

Prior year: down 6% · this year: up 15% · a full swing from shrinking to growing

WHAT HAPPENED

February revenue came in up 15% year over year. The fuller story is better: a year earlier, the same month was down 6%. The company didn't just grow. It recovered the entire decline and added new growth on top, a complete reversal in twelve months.

OUTGROW ACTION

Look at the numbers in layers: the year-over-year gain, the recovered decline, and the total swing from negative to positive.

TAKEAWAY

Growth on top of a recovered decline is twice the achievement it looks like.

“Level one, you're up fifteen percent year over year. Level two, you were down six percent last year. Now you're up fifteen percent. That's what Outgrow did for you. - Outgrow founder”



\$2M opened and closed in a four-minute proactive call

\$2M

Business opened and closed in a single proactive call

Call lasted four minutes, i.e. \$500,000 per minute

WHAT HAPPENED

A customer-service employee, not a salesperson, opened and closed \$2 million of business in a single proactive call. The call took four minutes. That is \$500,000 per minute.

OUTGROW ACTION

Everyone who talks to customers makes proactive calls, customer service included.

TAKEAWAY

You never know which proactive call will be the big one. So make them.

“I said, how long was the call? He said, four minutes. That equals five hundred thousand dollars per minute if you're keeping track. - Outgrow founder”



Three Months, Three Step-Ups: \$356K to \$470K a Month

\$470K

average monthly revenue by month three, up from \$356K (+32%)

Month one: \$356K · month two: \$420K · month three: \$470K · target: \$500K

WHAT HAPPENED

Average monthly revenue climbed from \$356K in month one to \$420K in month two to \$470K in month three, closing in on the company's \$500K monthly target. To the team it felt slow, like watching grass grow. The trend line said otherwise: roughly 40 to 50% growth in about three months.

OUTGROW ACTION

A weekly data review with leadership, always tied back to the goal.

TAKEAWAY

Growth can feel slow while it's happening. The data shows the compounding.



A 20% Decline Cut in Half

WHOLESALE DISTRIBUTION (PARTS FOR ENGINES/LAWNMOWERS)

50%

Improvement in the rate of decline (loss cut from -20% to -10%)

Prior year: down 20% · first Outgrow year: decline cut to 10%

Wholesale distribution (parts for engines/lawnmowers) · ~\$34-48M revenue

WHAT HAPPENED

A large company had fallen from \$48M to \$38M the prior year, down 20%. In its first Outgrow year, the decline was cut in half. On a ship that size, momentum turns before the top line does, and the leading indicators showed the turn coming.

OUTGROW ACTION

Measured the year-over-year rate of change and tracked the leading indicators through the turn.

TAKEAWAY

In a turnaround, the rate of change moves first. Cutting a 20% decline to 10% is the system taking hold.

“Your loss was twenty percent, now it's ten percent. - Outgrow founder”



Bids Up Over 300%, and a Relationship Turned Around

>300%

Increase in bids sent in February and March (year over year)

Bids sent up over 300% with the month only half over

WHAT HAPPENED

A client that felt Outgrow wasn't working put its focus on following up on bids and ran a one-hour webinar. Bids sent jumped more than 300%, with two weeks still left in the month. The frustration wasn't in the data. The data showed a win.

OUTGROW ACTION

When revenue lags, look at the leading indicators: bids sent, follow-ups made, conversations had.

TAKEAWAY

Actions predict revenue. The bids moved first. The revenue follows.



Up 20% Year Over Year in One Quarter

TALENT STRATEGY / RECRUITING

20%

Year-over-year revenue growth in Q1

Up 8% in January, up 25% in February, then a small dip

Talent strategy / recruiting

WHAT HAPPENED

The client posted 20% year-over-year growth in the first quarter: up 8% in January, up 25% in February. Their Outgrow Advisor keeps the team pointed at what is working, finding something in the data every single week to share with the owner, the integrator and the sales leader.

OUTGROW ACTION

A steady 30-60-90 day cadence, weekly data reviews pointed at wins, and new tools layered in only after the basics were mastered.

TAKEAWAY

Proactivity takes energy. Reactivity is the default. A steady weekly rhythm keeps growth compounding.

“They're up twenty percent year over year in this first quarter. They were up eight percent in January, twenty five percent in February. - their Outgrow Advisor”



A Pool & Spa Company Up 53% Over Last Year

POOL AND SPA (RETAIL, CONSTRUCTION, SERVICE)

53%

Revenue up over prior year

Only 3 team members consistently active so far · revenue data captured for the first time

Pool and spa (retail, construction, service) · ~9 Outgrowers

WHAT HAPPENED

A pool and spa company is up 53% over last year, and only three retail team members are consistently doing the proactive work so far. The company didn't even track revenue before Outgrow. Now the data is captured, the wins surface in the weekly huddle, and there is obvious room to run as the rest of the team joins in.

OUTGROW ACTION

Started capturing revenue data, modeled the behaviors from the top, and pulled specific wins into the weekly huddles.

TAKEAWAY

Results come even before full adoption. Imagine the number when the whole team is in.

“The great news is that they're up fifty three percent over last year. - their Outgrow Advisor”



April Revenue Quadruples Year Over Year

\$4.319M

Month-to-date April revenue vs \$1M in the same month last year (+332%, roughly 4x)

The team is still performing at roughly half of its potential

WHAT HAPPENED

In April, the client captured \$4.319M in revenue, versus \$1M in the same month a year earlier. More than four times the month. And the team is still performing at only about half of what their advisor believes is possible.

OUTGROW ACTION

Weekly delivery and data review, with managers coaching individual activity.

TAKEAWAY

Even at half its potential, a team doing consistent proactive work can quadruple a month.

“Revenue captured month to date here in April last year was one million, and the amount this month, four point three one nine million. - their Outgrow Advisor”



No Growth for Nine Months. Then They Doubled.

100%

Revenue growth (doubled) over the last year

Zero growth for 8 to 9 months, then 100% growth over the following year

WHAT HAPPENED

One client saw no growth at all for the first eight or nine months and was frustrated. Then their Outgrow Advisor joined the weekly huddle and dialed in the execution. Over the following year the company doubled. 100% growth, on the other side of a slow start.

OUTGROW ACTION

Diagnosed the huddle, fixed the execution, and stayed committed through the early months.

TAKEAWAY

Sometimes the growth takes months to show up. The companies that stay with the system get the doubling.

"It took nine months to dial that in. - Outgrow founder"



Weekly Huddles Create a 33-Point Swing Between Neighboring Branches

DISTRIBUTION

33%

Revenue-growth gap between branches running weekly huddles and those not

Branches doing weekly huddles up 22%; branches not doing them down 11%; branches ~3 miles apart

Distribution

WHAT HAPPENED

One client runs multiple branches. Some hold weekly huddles, some don't. The branches doing weekly huddles were up 22%. The branches skipping them were down 11%. That is a 33-point difference between locations three miles apart, in the same economy, serving the same customers.

OUTGROW ACTION

Instituting and sustaining the weekly huddle cadence at every branch/location.

TAKEAWAY

The weekly huddle is the single controllable variable that separates growing locations from shrinking ones.

“Branch doing the weekly huddle is up twenty two percent. Branch not doing the weekly huddle is down eleven percent. They're three miles apart. - Outgrow founder”



The Business Units That Lean In Grow the Most

25%

Growth of the business unit that engaged most, starting from a \$2 billion base

Most-engaged business units up 25% · least-engaged grew least

\$2 billion (Outgrow initiative), up 25%

WHAT HAPPENED

Across one \$2 billion Outgrow initiative, the pattern is unmistakable. The business units most engaged with the system are growing the most, up 25%. The least engaged grow the least. Even huddle attendance predicts the rest: managers who skip their weekly huddles fall behind everywhere else too.

OUTGROW ACTION

Leadership engagement at every layer, from the CEO down to the frontline huddle.

TAKEAWAY

Engagement shows up in the data. The teams that lean in hardest grow the fastest.

“The managers not doing their weekly huddles are also not doing a lot of other things that we ask them to do. - leader of a \$2 billion Outgrow initiative”



Weekly Actions Jump 46% in a Week After Coaching the Managers

MULTIDISCIPLINARY STAFFING

\$634,000

Highest weekly closed revenue on record (+83% vs typical)

Weekly actions up from ~1,400 to ~2,050 in one week · best closing week on record

Multidisciplinary staffing

WHAT HAPPENED

The client's leaders started breaking activity data down to the individual and coaching each person on their own numbers instead of team averages. In one week, weekly proactive actions jumped from about 1,400 to roughly 2,050, and the company closed \$634,000 in revenue, its best week ever. When they started Outgrow, a typical week closed \$347,000.

OUTGROW ACTION

Managers coach individuals on their own activity data, not team averages.

TAKEAWAY

When managers coach the individual numbers, the whole team's numbers move.

“They closed six hundred and thirty four thousand dollars in revenue. The highest week closing that they've had. - their Outgrow Advisor”



A Manager Huddle Layer Lifts an \$800M Distributor 45%

WHOLESALE DISTRIBUTION

45%

Year-over-year revenue growth in the first week of the new manager huddle

60 branches · COO-to-GM and GM-to-branch-manager huddles feeding the frontline

Wholesale distribution · \$800 million, 60 branches

WHAT HAPPENED

An \$800 million, 60-branch wholesale distributor added a manager huddle layer: the COO huddles with the general managers, the general managers with the branch managers, all of it feeding the Monday branch huddles. In the very first week, revenue was up 45% year over year.

OUTGROW ACTION

Installed a layer of leadership huddles above the frontline weekly huddles.

TAKEAWAY

Huddles compound. When managers huddle above the frontline, the whole structure moves.

“Revenue was up forty five percent that week because they did a manager’s huddle and then every manager did a weekly huddle. - Outgrow founder”



A \$3M Client Hits \$400K of Its \$600K Growth Goal in 10 Weeks

\$400,000

Growth added in 2.5 months against a \$600,000 annual goal

Company size \$3M · annual growth goal \$600K (20%) ·
\$400K added in ten weeks

\$3 million

WHAT HAPPENED

A \$3 million company set a \$600,000 Outgrow growth goal for the year, 20% growth. Ten weeks in, they had already added \$400,000. When the early success made the proactive calls slip, their advisor brought the focus straight back to the calls and the reason they started.

OUTGROW ACTION

Weekly ten-minute check-ins, one new activity at a time, and a steady re-focus on proactive calls.

TAKEAWAY

Early wins can make a team coast. The system keeps the activity, and the growth, consistent.

“They're only a three million dollar company, and their growth charge under Outgrow is six hundred thousand dollars. We've already done four hundred of the six hundred. - their Outgrow Advisor”



A Talent Firm Swings From Three Years of Contraction to +20%

RECRUITING/TALENT

+20%

Year-over-year revenue growth in the first Outgrow year

From -7% to +20% · pacing \$28.8M against a \$24M budget
· four of five recent months up year over year

Recruiting/talent · ~\$24M-\$30M annual revenue

WHAT HAPPENED

A talent solutions firm had contracted for three straight years, from \$30M down to \$26M and then \$24M. After starting Outgrow, they are pacing to \$28.8M against a \$24M budget, roughly 20% year-over-year growth and a 27-point swing from the prior year's decline. It took two months before the first up month. Then the up months started stacking.

OUTGROW ACTION

A light weekly data review, plus a simple bar chart of monthly revenue against the prior year so the team could watch the turnaround happen.

TAKEAWAY

The growth compounds. The switch flips a couple of months in, and then the up months stack.

“Under no circumstances should you accept we're not growing yet, because look what happened in January and February and April and May. - Outgrow founder”



Flat for 13 Years, Then 7 Straight Months of Double-Digit Growth

PLUMBING & HVAC WHOLESALE DISTRIBUTION

13 yrs flat → double digits
seven consecutive months of double-digit % growth after Outgrow

Average daily sales stepped up sharply after kickoff

Plumbing & HVAC wholesale distribution · 3rd-generation family distributor (Arkansas)

WHAT HAPPENED

a third-generation plumbing & HVAC distributor, a third-generation plumbing and HVAC distributor in Arkansas, had seen sales stay flat for 13 years. After implementing Outgrow, the company posted seven consecutive months of double-digit percentage growth, with average daily sales rising markedly after the kickoff.

OUTGROW ACTION

Company-wide Outgrow rollout, proactive calls, quote follow-ups, and reactivation of dormant customers.

TAKEAWAY

A flat, mature distributor can break more than a decade of stagnation with proactive customer communication, no new hires or acquisitions required.

“Company sales had been flat for 13 years. - the owners”



76% More Sales, Overnight

PLUMBING & HVAC WHOLESALE DISTRIBUTION

+76%

individual sales jump, immediately after starting Outgrow

Kept climbing month after month; named Employee of the Year and promoted to lead purchasing

Plumbing & HVAC wholesale distribution ·
Individual salesperson

WHAT HAPPENED

One inside salesperson at a third-generation plumbing & HVAC distributor generating exactly the company average for his role, saw his sales jump 76% immediately when he began Outgrow, and they kept climbing. On Launch Workshop day he made a proactive call plus follow-up text during a break, and the customer (not even a regular) called back with a long list of needs. His most effective technique is the quote follow-up. Months later he was named Employee of the Year and promoted to lead purchasing.

OUTGROW ACTION

Proactive call + follow-up text; systematic quote follow-ups on every quote.

TAKEAWAY

One person's proactive habits can drive an immediate, durable sales jump, and career advancement.

"The Outgrow work 100% helped lead to my promotion! - the salesperson"



\$79K in a Month From One Reactivation Call

PLUMBING & HVAC WHOLESALE DISTRIBUTION

\$79K

**one dormant customer's statement
the month after a single reactivation
call**

At least \$250K in business from that customer since

Plumbing & HVAC wholesale distribution · 3rd-
generation family distributor (Arkansas)

WHAT HAPPENED

At the kickoff workshop, a showroom salesperson made one proactive call to a long-time customer who hadn't bought in years. She simply let him know they missed his business and cared. The next month his statement was \$79,000, and there's been at least \$250,000 in business since.

OUTGROW ACTION

Reactivating a lapsed customer with a single caring proactive call during the Launch Workshop.

TAKEAWAY

Silence loses customers; one proactive touch can reawaken six-figure relationships.

"All she did was let him know we missed his business, and we care about him. - the owner"



Proposals Up 52%, Tracked in Real Time to Proactivity

ENVIRONMENTAL / INDUSTRIAL EQUIPMENT & AFTERMARKET

+52%

increase in total proposals submitted after launching Outgrow

Proposal volume rose and fell directly with proactive
action counts

Environmental / industrial equipment &
aftermarket · 72 Outgrowers

WHAT HAPPENED

An industrial environmental-equipment company launched Outgrow, and tracking proposals against proactive actions created a clear leading-indicator picture: it took two months of proactivity to lift proposals, and whenever actions dipped, proposals followed. When leadership pushed action counts back up, proposals shot up again. Overall, total proposals rose 52%, and because Outgrowers were following up more, the close rate rose too.

OUTGROW ACTION

Tracking proactive actions as a leading indicator of proposals; leadership steering the team on action counts.

TAKEAWAY

Proactive activity is a controllable leading indicator, manage the actions and the proposals (and sales) follow.



A Natural Experiment: 77% Growth in the Division That Ran Outgrow

ENGINEERING (MOSTLY ENGINEERS, FEW SALESPeOPLE)

+77%

combined growth over the span of two years after one of three divisions adopted Outgrow

Division One +143% vs. +38% for the two control divisions (3.75x faster); doubled from 4 to 8 teams

Engineering (mostly engineers, few salespeople) · ~\$43M; three divisions

WHAT HAPPENED

A 75-year-old firm generating a flat ~\$43M ran an accidental controlled experiment: one of its three divisions adopted Outgrow while the other two ran business as usual for the next couple of years. With the same C-suite, the company grew 77% combined over the span of two years. Division One, in slower categories like aviation, federal government, hospitality and K-12, added 143% growth versus 38% for the two control divisions, growing 3.75x faster and doubling from four teams to eight.

OUTGROW ACTION

Single-division Outgrow rollout among reluctant, non-salesperson engineers; later expanded company-wide.

TAKEAWAY

Even among people who 'don't want to sell,' Outgrow produces dramatically faster growth than business as usual, a clean apples-to-apples proof.



CLIENT SUCCESS STORY

\$85M to \$200M Over Seven Years

LUMBER DISTRIBUTION / REMANUFACTURING / RETAIL

85M to 200M

Annual sales over seven years of Outgrow (~20% CAGR)



The president runs three complementary lumber companies with very different sales cycles. Over seven-plus years of Outgrow, the group grew from 150 employees, 15 salespeople and \$85M in annual sales to 300 employees, 30 salespeople and \$200M, roughly a 20% compound annual growth rate. He customizes the Outgrow actions to each business and estimates 50-75% of the growth came from Outgrow;

Outgrow scales across very different business models and compounds into decades-defining growth.

\$85M → \$200M

annual sales over 7 years of Outgrow (~20% compound annual growth)

He estimates 50-75% of growth is from Outgrow
new-seller ramp to commission cut from 2 years to under 1



\$2.5M to \$40M in Personal Sales

LUMBER DISTRIBUTION

2.5M to 40M in Personal Sales

One salesperson's annual sales



One outside lumber salesperson started Outgrow at 26, generating \$2.5M a year. Seven years later his personal sales are \$40M, and he estimates 95% come from Outgrow techniques. He asks DYK/rDYK questions on every call and uses silence after pivoting to the sale, north of 75% of customers say yes into that silence.

Outgrow techniques can multiply an individual seller's book many times over.

\$2.5M → \$40M

one salesperson's annual sales over 7 years of Outgrow

Credits ~95% of his sales to Outgrow

75%+ of customers say yes after his pivot-and-silence



+40% in Six Months Under a Dedicated Champion

WOOD PRODUCTS / LAMINATING

+40%

**sales jump in the first six months
under a dedicated Outgrow
implementation leader**

136% to goal; 100% participation; 14,450 submitted actions

Wood products / laminating · Growing manufacturer

WHAT HAPPENED

When the founder of a wood-products manufacturer put a dedicated implementation leader in charge of Outgrow, organic sales flourished, up about 40% in her first six months managing the program, with 100% participation and 14,450 submitted actions (136% to goal). Simple habits, phone calls and customer interaction, drove accountability and direction for the sales team.

OUTGROW ACTION

A dedicated implementation leader (Champion) driving daily Outgrow actions and accountability.

TAKEAWAY

A committed Champion managing the details turns simple proactive habits into fast organic growth.

*“During the first six months that she has managed this program, we've seen our sales jump about 40%.
- the founder”*



30 Years of the Same Seasonal Pattern, Broken in One Month

INDUSTRIAL TOOL & EQUIPMENT SUPPLY

+20%

revenue growth six months after installing Outgrow

First November to outpace October in 30 years · daily sales +25% YoY the month after launch · 80 Outgrowers activated

Industrial tool & equipment supply · 400 employees · 80 Outgrowers

WHAT HAPPENED

For 30 years this industrial distributor's seasonality never changed: March and October strong, November the weakest month, every year. They had the strategy, the call quotas and the metrics. What was missing was what to say once a seller was in the room. They ran the Outgrow Launch Workshop in late October and changed nothing else. That November, daily sales came in at least 25% higher than the prior year, enough to outpace October for the first time in three decades. Six months in, revenue is up roughly 20%.

OUTGROW ACTION

Activated 80 people in every customer-facing role, including customer service, with specific questions and framing for every call.

TAKEAWAY

Metrics and discipline are not enough. Give the team a system for the conversation itself and even a 30-year pattern breaks.

“What was missing from our strategy was: what do I do when I get there? Outgrow filled that gaping hole. - the President & CEO”



Their Clients Only Knew Half of What They Offered

COPIER & IT SERVICES (GREATER BOSTON)

+24%

revenue growth in seven months

8,074 proactive actions · \$2.4M+ in new opportunities ·
copier clients did not know they offered IT (and vice versa)

Copier & IT services (greater Boston) · 28
employees; 13 Outgrowers

WHAT HAPPENED

This company runs two service lines, copiers and IT, but its loyal clients only knew about one. Customers were quietly paying competitors for services the company already provided. Before asking anyone to change, their Outgrow Advisor gathered dozens of unsolicited client testimonials and read them aloud at the Launch Workshop. A team that braced for complaints heard how much their clients wanted to hear from them. Everyone began weekly proactive outreach, and seven months later revenue was up 24% with the pipeline still compounding.

OUTGROW ACTION

Whole-team weekly outreach with did-you-know questions introducing the full range of services, with every action tracked.

TAKEAWAY

Your happiest clients often don't know what else you sell. Simple did-you-know questions turn silent gaps into recurring revenue.

"I have hated my IT company for four years. I did not even know you did IT. - a client, at the Launch Workshop"



The Personality-Assessment Company Whose “Non-Sellers” Became Top Closers

PERSONALITY & BEHAVIORAL ASSESSMENTS

15 pts

year-over-year revenue trajectory reversed in one year

From roughly -15% YoY decline to flat in twelve months ·
11 of 16 became Outgrowers · 50% pickup rate on launch-day calls

Personality & behavioral assessments · 16 employees; 11 Outgrowers

WHAT HAPPENED

This company builds personality assessments, and its own cautious, reserved team members were using their scores as proof that proactive outreach 'is not for me.' The customer motion had become email, email, email. At the Launch Workshop, everyone made one proactive call. Half connected with a live person, and one of the most resistant customer-success reps closed business that afternoon. The prior year revenue had declined about 15%. The first full Outgrow year halted the decline entirely, a nearly 15-point swing.

OUTGROW ACTION

A 20-minute Monday huddle uniting sales and customer success, plus a small, learnable toolkit that lets process-driven people follow a process.

TAKEAWAY

The methodology works best for the people who least want to sell. Give cautious personalities a process and the confidence follows.

“The customer says, I can't believe you called me. Nobody does this anymore. Thank you for calling. - the President & COO”

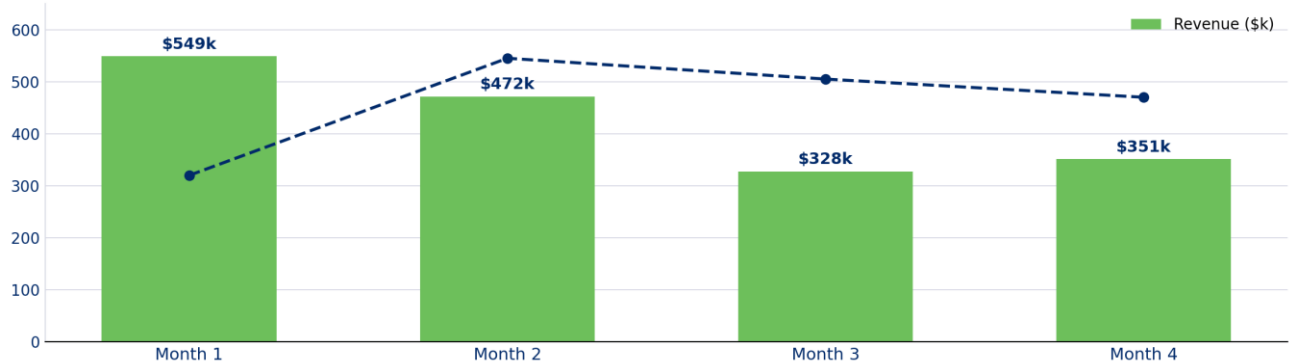


Exterior Remodeling Company Grows 205% in Four Months

EXTERIOR REMODELING (B-TO-C)

Revenue & Actions

Monthly revenue with total proactive actions, over four months



205%

growth across four months

Peak month over \$549K in revenue
1,552 total proactive actions
nearly \$1.7M in four months

This B-to-C exterior remodeling company put proactive outreach to work across the team, and revenue climbed fast. Their strongest month topped \$549K, and over the four-month stretch they booked close to \$1.7 million on the back of more than 1,500 proactive actions. The months with the most activity were the months with the most revenue.

Activity and revenue move together. Put the calls in and the growth follows.

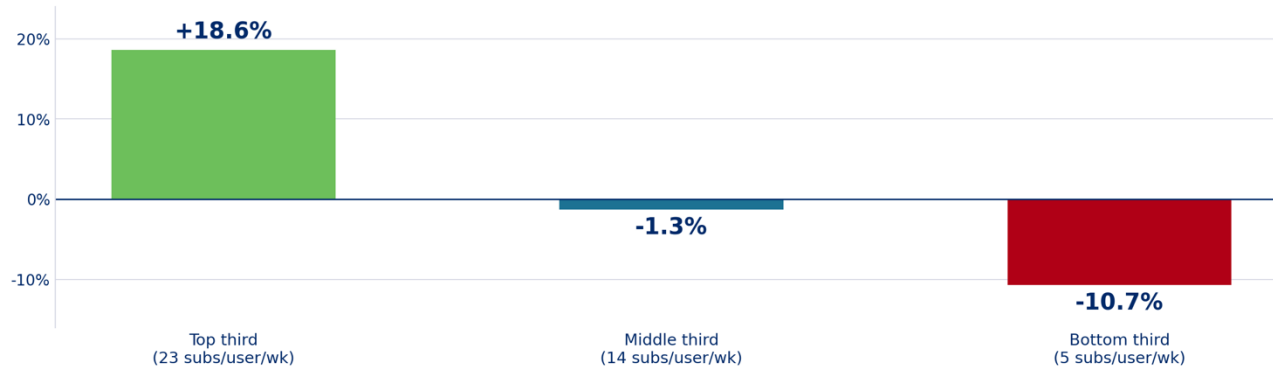


More Activity, Bigger Orders

HVAC DISTRIBUTION

More Activity = Bigger Orders

Median change in average order value by proactive-activity tertile (83 branches)



+18.6%

average order value for the most active branches

Top third (23 actions/person/week): +18.6% AOV

middle third: -1.3%

bottom third (5/week): -10.7%

Across 83 branches, the pattern was clean. The most active third, averaging 23 proactive actions per person per week, grew average order value 18.6%, with three quarters of those branches improving. The least active third, at just five actions a week, saw order value fall 10.7%. Same company, same products, same market. The only difference was how much the team reached out.

**The more your team proactively reaches out, the bigger the orders get.
Activity is the lever.**



Same Team, 43% More Sales Per Day

CUSTOM ENGINEERED PRODUCTS & SERVICE

+43%

sales per day, November year over year

Sales per day \$1.67M to \$2.38M · total November sales \$31.6M to \$42.9M (+36%) in three fewer business days

Custom engineered products & service

WHAT HAPPENED

A custom engineered products and service company grew sales per day 43% in November year over year, lifting total November sales 36% to \$42.9M, and they did it in three fewer business days than the year before. No new hires. No reorganization. The same people, reaching out differently.

OUTGROW ACTION

The existing team layered proactive outreach onto the work they were already doing, a few minutes a day.

TAKEAWAY

You do not need a bigger team to grow. The people you already have can drive it.

“The crazy thing is it's not like we had a staffing overhaul. This is the same people doing this! - the CEO”



A Wholesale Distributor Grows 78% in a Year

WHOLESALE DISTRIBUTION, PLUMBING & HVAC

+78%

revenue over twelve months

Trailing twelve months: \$14.3M to \$25.5M

Wholesale distribution, plumbing & HVAC

WHAT HAPPENED

A wholesale plumbing and HVAC distributor grew revenue 78% over twelve months, from \$14.3M to \$25.5M. The owner did not expect anything close to it. The change was simple: the team stopped just taking orders and started proactively asking customers what else they were buying.

OUTGROW ACTION

Shifted the team from reactive order-taking to proactive outreach, asking every customer what else they needed.

TAKEAWAY

Order-takers wait. Proactive teams grow. The shift is worth millions.

"I don't know how it can be any better. We definitely did not expect this kind of growth. - the company owner & president"



A Non-Profit Doubles Donations in Under Six Months

NON-PROFIT

2x

donations raised, in under six months

From \$330K to \$700K · pipeline already four times larger than usual

Non-profit · 4 active Outgrowers

WHAT HAPPENED

A non-profit more than doubled donations, from \$330K to \$700K in under six months, with just four people doing proactive outreach. Their pipeline is already four times its usual size, and it has shifted toward steady sponsor and corporate funding instead of the inconsistent grants they used to chase.

OUTGROW ACTION

Four team members made proactive outreach a weekly habit, focused on corporate and sponsor relationships.

TAKEAWAY

Proactive outreach works beyond sales. It builds a bigger, steadier pipeline for any organization.

“Their pipeline is already four times larger than usual and focused on sponsor and corporate funding rather than the inconsistent grants they used to rely on. - their Outgrow Advisor”



A Down Year Reversed Into 23% Growth

TELECOM & ELECTRONIC SECURITY INTEGRATION

+23%

year-over-year revenue growth

About \$3.1M added (\$13.4M to \$16.5M, on track) · people driving revenue went from 8 to 24 · reversed a double-digit down year

Telecom & electronic security integration · 55 employees · 20 Outgrowers

WHAT HAPPENED

A telecom and electronic security integrator serving critical infrastructure had a strong multi-year run, then hit a wall. Revenue fell 12 to 14 percent, digital marketing stopped producing, outbound stopped producing, and the eight people responsible for growth had run out of levers. They installed Outgrow. Six months later they are on track for 23 percent growth, roughly \$3.1M added, reversing the down year.

OUTGROW ACTION

Expanded revenue ownership from 8 people to 24. Project managers and sales engineers who were already talking to customers every day started asking one growth question inside those conversations, going deeper into the large accounts they already served.

TAKEAWAY

Growth does not take more headcount. Put a growth question in the mouths of the people already talking to your customers.

“If you want to grow your revenue, you should absolutely do it. - the CEO”

