RGS | Revenue Growth Strategy

THE EXECUTIVE CASE FOR MULTIPLE GROWTH ENGINES

Your next stage of growth will not come from doing *more of the same.*

10 Strategic Revenue Growth Initiatives give CEOs and revenue leaders a structured way to find, prioritize and activate the next sources of predictable, profitable and capital-efficient growth.



The question is not which initiative sounds *attractive.*

It is which combination will create your next step-change in revenue growth—and how you will execute it.

Most companies focus disproportionately on new-logo sales. Yet the greatest opportunities may also be hiding in existing customers, new markets, partner ecosystems, services, solutions, pricing, sales performance, international expansion or acquisitions.

Your next growth engine? The right combination of initiatives, prioritized with discipline and translated into execution.

WHY THIS MATTERS TO DECISION MAKERS

Multiple engines. *One disciplined plan.*

A structured look across all 10 initiatives helps you find, prioritize and activate the next sources of predictable, profitable and capital-efficient growth.

Diversify revenue growth
Create multiple, complementary engines instead of relying on a single motion.

Invest with discipline
Prioritize opportunities based on market potential, readiness, economics and speed to value.

Connect strategy to execution
Translate the right initiatives into owners, GTM playbooks, milestones and KPIs.

Build repeatable results
Scale what works through a proven operating rhythm and continuous improvement.



THE 10 INITIATIVES AT A GLANCE

01 Dominate Your Target Markets

02 Unlock New Markets for Growth

03 Maximize Revenue from Every Customer

04 Unleash the Power of Partner-Led Growth

05 Create New Revenue Streams with Services

06 Accelerate Growth with New Solutions

07 Double Your Average Contract Value

08 Transform Sales Productivity and Performance

09 Take Your Revenue Growth Global

10 Accelerate Growth Through Strategic Acquisitions

THE 10 GROWTH INITIATIVES

Ten ways to engineer your next *growth step-change.*

Each initiative combines a strategic objective with practical growth actions.



01 Dominate Your Target Markets

Win ideal customers and become the obvious choice.

- Move from competing to a deliberate market-winning strategy.
- Verticalize marketing, sales, customer success and product by industry.
- Define your ICP and create dedicated demand programs for each market.
- Make customer sponsors heroes and build an advocacy community.

02 Unlock New Markets for Growth

Expand into high-potential adjacent markets and segments.

- Build a new-market selection scorecard to rank opportunities.
- Identify 30 lighthouse accounts to validate demand.
- Interview buyers and test positioning, value and willingness to buy.
- Enter through associations, ecosystem partners and influencers.

03 Maximize Revenue from Every Customer

Increase wallet share through customer value and expansion.

- Create a penetration scorecard and whitespace analysis for every account.
- Map the full solution: software, services, integrations and partners.
- Run executive performance reviews focused on value and growth.
- Establish monthly engagement, adoption and account-growth ownership.

04 Unleash the Power of Partner-Led Growth

Multiply reach and revenue through a high-performing ecosystem.

- Create a partner selection scorecard for fit and revenue potential.
- Map, score and recruit the highest-value ecosystem partners.
- Architect partnerships around joint offers and measurable economics.
- Enable co-selling and track partner-sourced pipeline and revenue.

05 Create New Revenue Streams with Services

Monetize expertise while increasing customer success.

- Identify customer needs for value realization and role-based training.
- Create managed services focused on outcomes, not just tools.
- Offer tiered service bundles with defined value and pricing.
- Launch strategic and industry-specific advisory services.

06 Accelerate Growth with New Solutions

Solve unmet needs and open new revenue opportunities.

- Assess customer gaps and decide whether to build, partner or acquire.
- Identify adjacent solutions to bundle, integrate or resell.
- Create compelling end-to-end offers for priority customer segments.
- Execute prelaunch, launch-event and postlaunch sales programs.

07 Double Your Average Contract Value

Capture more value through packaging, scope and pricing.

- Move from seats to role-, function- or suite-based packages.
- Map the full ICP solution and expansion opportunities.
- Develop C-suite offers with analytics, dashboards and decision AI.
- Evaluate value-, usage- and consumption-based pricing models.

08 Transform Sales Productivity and Performance

Improve win rates, velocity and revenue per salesperson.

- Define the ideal sales executive scorecard and aligned incentives.
- Align each sales stage to the buyer journey and buying milestones.
- Match sales coverage to transactional, consultative and strategic deals.
- Build discovery, deal-strategy and business-justification playbooks.

09 Take Your Revenue Growth Global

Enter and win the most attractive international markets.

- Map current customer sites, usage and demand by country.
- Rank markets by ICP density, competition, regulation and entry ease.
- Choose direct, partner, distributor, marketplace or hybrid routes.
- Localize the offer, pricing, service and customer experience.

10 Accelerate Growth Through Strategic Acquisitions

Expand capabilities, market share and customer reach.

- Map complementary offerings and gaps in the solution portfolio.
- Build an acquisition target scorecard and prioritize candidates.
- Model TAM, monetization and revenue synergies before the deal.
- Execute a 100–day integration and revenue synergy plan.

YOUR NEXT MOVE

Turn growth opportunities into *revenue results.*

The opportunity is only the beginning. Revenue Growth Strategy helps you identify the right initiatives, build a practical revenue growth plan and execute it with the experience, discipline and accountability needed to deliver results.



CHOOSE THE RIGHT PATH FOR YOUR BUSINESS

Complimentary Discovery Call
+ Review a Client Playbook
Explore the benefits of a collaborative growth playbook and walk through a client example to understand the strategic value and process.

Create Your Playbook
Work with the Revenue Growth Strategy team to develop your Strategic Revenue Growth Playbook, prioritize your growth initiatives and help implement the plan.

Executive Coaching
Partner with your CEO Growth Partner on strategic and operational decisions, leadership hiring, execution priorities and the next step-change in growth.

Book a discovery call.

Robert Jurkowski | CEO, Revenue Growth Strategy

Book a Discovery Call →

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