Growth & Execution Readiness Radar Engagement Summary

You Built a Great Product. So Why Isn't Growth Following?

You've done the hard part: built a real product, solved a real problem, hired a smart team. But revenue isn't where it should be. Demos don't convert. Sales cycles drag. Prospects don't "get it." You don't need a new sales playbook. You need the *right story* for the *right customer* with the *right product*.

Not because you aren't good enough. But because you're too deep inside the business to see what the market sees.

At Growth XLerator, we help software growth leaders unlock momentum by aligning their go-to-market and product—fast.

This isn't an audit. It's an accelerant.

The Product They Said They Loved

A SaaS founder brought me in. Growth had stalled.
 He was sure the problem was speed—engineering bottlenecks, slow sales cycles and sellers who "weren't technical enough."

I started asking questions.
 Then I looked deeper—customer tickets, interviews, dev feedback, messaging, positioning.

Here's what I found:
 The buyers said they loved the product.
 But the **users**? Not so much. The innovation was real—but it was **misunderstood, miscommunicated, and underutilized.**

When I laid it out—quotes from users, message tests and our **Growth and Execution Readiness Radar** assessment —you could feel the tension in the room.

The CEO finally said, "I guess we kind of got stuck in our inside-out view of things."

We fixed the message. Tuned the pitch. Rebuilt the story. Refocused on the **user**, not just the buyer.

The results
- 103% YoY revenue growth
- 5x funnel increase
- A product users started *actually* loving

The Growth XLerator Growth & Execution Readiness Engagement

A high-impact, 1-month engagement built to drive clarity, differentiation, and growth.

A focused, high-impact engagement designed to uncover the hidden friction slowing your growth—and give you a sharper, tested story that's aligned to what customers actually want and will buy.

Built on Growth XLerator's proprietary **Marketing & Product Analysis Process** and the **Growth & Execution Readiness Radar**, this engagement gives you a structured, actionable view of where you're strong, where you're misaligned, and where to focus next. These tools provide a unique diagnostic lens to assess your internal GTM clarity, vision alignment, and delivery readiness.

What We Do

- Analyze your current messaging, pitch materials, and product positioning
- Interview internal stakeholders and target users from customers
- Identify gaps in alignment, perception, and delivery
- Benchmark strengths and weaknesses
- Refine your narrative to resonate with both buyers and users

What You Get

- A clear diagnosis of messaging and product delivery gaps
- Tested messaging that connects with your ICP
- Updated pitch and sales materials
- A focused action plan for marketing and product alignment

What to Expect

A 3-Phase, 1-Month Sprint

This is a focused, high-impact collaboration. Growth XLerator drives the process end-to-end, with your team involved at key moments to maximize value while minimizing disruption to day-to-day operations.

Phase 1: Discovery & Analysis

We begin with a deep dive into your current landscape.

What you provide:
- A brief overview of business goals and key metrics
- Sales pitch decks and demo (live or video)
- Product roadmap and/or vision documents
- Overview of your pricing model

What we do:
- Kickoff call- Ken leads a 1 hour call with heads of strategy, product management, engineering, sales, marketing, support and implementation. Purpose: cover the engagement, needs and expectations and open Q&A
- Survey- Ken will send out a short survey that sets a baseline for where there are challenge areas. The survey can be done in under 15 minutes by all department leaders and customer facing employees
- 1:1 Interviews with leaders- short 30 minute discussions with each department leader covering the state of their area, challenges, successes, gaps, etc.
- Customer interviews- 2-3 selected customers discussions focused on customer concept of the company
- Readout 1- Ken will review findings with the leadership team with recommendations and discussion that are then distilled into actions and focus areas.

What you get:
- A clear understanding of gaps and opportunities in your current messaging and product story.
- Early hypotheses about where AI or other differentiators can amplify your offering.

Phase 2: Strategic Collaboration
Here's where the magic happens—tightly scoped, outcome-driven workshops tailored to your product and market.

Workshops include:
- Product-focused sessions exploring AI and innovation opportunities
- Marketing and go-to-market workshops to refine positioning, messaging, and differentiation
- Live collaboration to iterate website copy, pitch decks, and messaging frameworks

Customer and market validation:
- We'll test messaging and positioning concepts directly with the customers we interviewed in phase 1 to ensure resonance and clarity.

Phase 3: Deliverables & Action Plan
You'll receive:
- Refined and tested marketing messaging
- An insights report summarizing what we learned from your team and customers
- A focused action plan for next steps in product and marketing strategy

Your Time Commitment: Smart, Targeted, Respectful
We respect your team's time. We'll only engage the right people, at the right time, for clearly defined inputs—no wasted motion.

- Kickoff call: 1 hour, department leaders
- Surveys: 15 minutes per leader and salesperson
- Customer interviews: We handle logistics- max 30-minute calls
- Readout 1: 30 minute review. Discussion and decisions as required.
- Workshops: typically 2 hours total for Product and Marketing functional areas. Number determined by areas that need focus
- Final readout: 1 hour

Ready to Unlock Growth?
Just go GrowthXLerator.com and click on the **Sign Up** button to get started. If you want further information, click on the **Inquiries** button where you can ask further questions or schedule a call.

Why Growth XLerator?
When you work with Growth XLerator, you're getting a proven approach with our Marketing & Product Analysis Process and our Growth & Execution Readiness Rada.

You're buying **experience that will deliver a market winning story and insight into the things holding your company back from that success** designed to unlock growth.

You're buying 20+ years of doing this at scale:

- Led **$1B+ in revenue** at IBM
- Took a sub $20M acquisition to **$100M in under 2 years**
- Led a startup scale from $4M to a **$400M valuation**
- Built new markets worth **$3B+** in categories like APIs, mobile, RPA, iPaaS, Automation, Apps
- Turned a declining business into a **Magic Quadrant leader** with 10%+ YoY growth

For Founders Who Want Growth to Match Their Vision