GROWTH | MARKETMATCH©

MARKETMATCH©: FINDING THE CLIENTS YOU THRIVE WITH

MarketMatch is a 4xi process that brings clarity to sales and retention: where a business thrives rather than survives, who its ideal clients are, and how to reach them. It has been used by a foodservice company, a clean buildings technology firm and a facilities services group.

CLIENTS	FORMAT	OUTPUT	TOOL
3 organizations	Short virtual sessions	ICPs and a target list	STAR Page value proposition

THE CHALLENGE

- No clear view of the most profitable clients.
- Inconsistent targeting of prospects.
- A value proposition that did not land.

SPOTLIGHT: GRAB AND GO

- Three channels: operated, commercial, wholesale.
- Hero statement: "Simply better: superior quality, same price."
- A priority matrix, target list and personas.

WHAT 4XI DID

01 Current clients
Where we thrive or survive.

02 Ideal attributes
Industry, size, culture.

03 Ideal profiles
Who to pursue.

04 STAR Page
The proposition on one page.

05 Target list
Prioritized outreach.

RESULTS

- **Sales efficiency:** effort on high potential prospects.
- **Better retention** through clearer fit.
- **Higher profitability** from focused targeting.

Growth is not about more prospects. It is about the right ones.