GROWTH | OUTSOURCED GROWTH ENGINE

THE 4XI GROWTH ENGINE: FIXING A VISIBILITY PROBLEM

Capable organizations often underperform on growth: a fragmented brand, a quiet share of voice, demand left to sales and compliant but not compelling bids. It is rarely a capability problem; it is a visibility problem. The Growth Engine is an outsourced growth team built to fix it.

TYPICAL FINDING
9 in 10 search visits not buyers

DELIVERED BY
4xi growth team and fractional C suite

TECHNOLOGY
SKOWT and RFXi360

MEASURED BY
Every 1% of five metrics

HOW IT WORKS

01
Brand Listening
Outside in and inside out.

02
Client insights
DiagnostiX reads each account.

03
Go to market roadmap
ICPs and a right to win.

04
Content and insights
Drafted once, from one brief.

05
Outreach and leads
Waves of 50 named accounts.

06
Thought leadership
A steady drumbeat to buyers.

07
SKOWT signals
Buying signals, found earlier.

08
RFXi360 bids
Buyer first drafts, scored.

WHAT EVERY 1% IS WORTH (ILLUSTRATIVE $475M BASE)

1% IMPROVEMENT IN	FROM / TO	ANNUAL IMPACT
Retention (1 point)	90% to 91%	+$5.0M
Conversion ratio (1 point)	25% to 26%	+$1.0M
Bids per year	50 to 50.5	+$0.25M
All together		+$6.5M

RESULTS

Retention is the biggest lever: one point is worth five points of conversion.

Monthly dashboard: visibility, engagement, conversion, perception.

Quarterly pivot: double down on what works.

Growth works as a system. Make the organization visible to the right buyers, fill the pipeline earlier, lift every bid and protect the base.