Growth Accelerator Roadmap

Revenue Stalled? There's a Reason. We Find It. Then We Fix It.

HEP

WHAT IT IS

A fixed-price diagnostic and action plan

This engagement is for growth-stage software and tech-enabled services companies where ARR growth has stalled, or where the business has been unable to break out of the SMB market and win mid-market and enterprise deals. Led by a 30+ year operator, HEP takes a pragmatic approach to removing constraints and prioritizing initiatives that drive growth.

A PRAGMATIC APPROACH

Fundamental elements need to be optimized

When new ARR slows down or stalls, it may be attributed to market conditions, competitive pressure or some other external factor. However, the causes are often fundamental internal elements that are not optimized for success.

In practice the constraint usually falls into one of two patterns, and often a combination of both:

The sales operation has stopped scaling

GTM strategy, pricing, positioning, and sales structure were built for an earlier stage of the business and no longer fit the one it has become.

Unable to win mid-market and enterprise deals

Branding mismatch, value proposition, presentations, collateral, pricing and contracting posture have not been designed for mid-market and enterprise customers.

This is not a report you read and file. You get a prioritized set of actions and the sequence to run them in.

HOW IT WORKS

Five inputs, checked against each other

Confidential Team Input: An anonymous survey surfaces candid operational insights staff hesitate to share internally.

Commercial Asset Inspection: Direct review of branding, website content, presentations, sales collateral, proposals, pricing models, business case justifications, contracts, and commercial structure.

Targeted Interviews: Structured conversations with executives, sales leaders and salespeople, and customers; and, where possible, prospects who chose another solution. The goal is to uncover root causes that are limiting growth.

Recorded Calls: Where sales meetings, demos, proposal reviews, and negotiations have been recorded, they show what actually happened rather than what anyone remembers.

Triangulated Findings: Data across all inputs is cross-referenced so recommendations are grounded in hard evidence.

KEY AREAS AUDITED

What we review, and what you get back

We review the entire go-to-market engine against the six pillars of growth, and where applicable, enhance assets to move from SMB to mid-market and enterprise sales. HEP delivers prioritized, actionable recommendations.

Six pillars that drive revenue growth

Strategic Value Narrative: A combination of company branding and messaging that matches the target market, and how the value proposition is articulated to achieve differentiation and maximize perceived value.

Target Market Precision: Identifying and prioritizing the segments aligned to the value proposition, defining clear strategies for optimizing what is already working as well as refocusing as needed.

Revenue Acceleration Assets: Determining if existing assets including website, presentations, sales collateral, proposals, pricing models, business case justification, contracts, etc. are effective and/or need to be supplemented.

Strategic Growth Partnerships: Examining existing partnerships, if any, and exploring potential partnerships that could expand reach, reduce customer acquisition cost, and accelerate qualified lead flow.

Revenue Architecture: Review of the sales organizational structure, coverage model, and processes to ensure that resources are optimized and are consistent with the value proposition and target segments.

Performance Economics: Detailed analysis of commission plan, and other incentives, both internally and for partners to ensure that they are appropriately aligned with company goals.

Winning larger deals

Enterprise Credibility & Branding: Specific recommendations to move websites, presentations, and collateral from a small-business posture to enterprise-class.

Enterprise Proposals & Legal Assets: Overhauling proposals, MSAs and SOW templates, NDAs, etc. so they clear corporate procurement, security, and legal reviews smoothly.

Business Case & ROI Justification Tools: Establishing scalable pricing, developing structured ROI models and client-specific use-case frameworks that help buyers understand the value and justify the investment.

Reference Account Strategy: Structuring the commercial terms and pursuit approach needed to secure foundational enterprise reference logos.

RESTRUCTURING FOR GROWTH

Rebalancing resources and expenses

In addition to the six pillars that drive revenue and winning larger deals, HEP also has experience restructuring businesses to better align resources across the organization to shift the focus towards growth. Where growth is constrained by cost structure rather than commercial execution, HEP identifies where spend can be reduced and redirected toward revenue-generating activity.

WHAT YOU RECEIVE

The deliverables at the end of four to six weeks

For the CEO

A detailed, independent and objective brief that identifies what is and what isn't working, opportunities for restructuring, and both short-term and medium-term recommendations.

For the Investor

An unvarnished brief that identifies key findings, and both short-term and medium-term recommendations, along with an opinion on the potential for the business if the recommendations are implemented.

HOW IT IS PRICED

Fixed price engagement

Less than 50 employees:	**$15,000**
50 to 149 employees:	**$20,000**
150 to 499 employees:	**$25,000**

500+ employees: custom pricing

This Roadmap is designed to be priced competitively, given the amount of effort required and the value of the deliverables – even a very small improvement in ARR growth would pay for it multiple times over. Delivered remotely over four to six weeks, with the option to have the findings presented to the CEO in person (T&E charged at cost).

LED BY AN EXPERIENCED OPERATOR

Thirty years as a founder and CEO

- **30+ Years as Founder & CEO:** Built, scaled, turned around, and divested B2B technology and services businesses.
- **Five Separate Exits:** Founded and built a company to ~$80m revenues, 1,000 customers and five operating divisions, each of which was sold separately for a combined ~$40m.
- **Enterprise Breakthrough Track Record:** Proven history of moving SMB software and tech-enabled services firms upmarket, closing transformational multi-million-dollar enterprise contracts.
- **Measurable Results:** Recent engagement drove a 56% increase in recurring revenue by re-engineering pricing, building enterprise proposals, and updating value narratives.

ONGOING EXECUTION

Fractional Chief Growth Officer

Where a CEO wants execution support rather than just recommendations, HEP engages on a six-month basis to implement the Roadmap.

Advisor to the CEO	Embedded	Operator
$5,000	**$8,500**	**$14,000**
10 hours per month	20 hours per month	40 hours per month