



***PLANNING FOR THE
SPEED OF YOUR BUSINESS***

The Power of **SMART EXECUTION**



ASSESS

Discover strengths. Uncover weaknesses.



BUILD

Get a blueprint for moving quickly from planning to done.



MOVE

Automate your revenue generating operations and save time, energy and resources.

Smart execution is a step-by-step process for rapid revenue acceleration that equips you to acquire and retain customers with less effort.

MEET THE 6 ACCELERATORS

that will change your business forever





Move Faster with **CONFIDENCE**

How we work for you

- Assess your growth potential in our six market areas: product innovation, customer acquisition, brand visibility, message clarity, market expansion & sales success.
- Use our canvases to develop a new blueprint for building business value.
- Take the first step now: Started brainstorming for growth with our message fuel accelerator on the next slide.
- Get ideas and help – Clare@octaingrowth.com

“Octain really helped us dive into the meaning of what we were trying to portray about Sallyport and map out the direction we should be going in.”

—*Greg Dyson, VP Sales, Sallyport Commercial Finance*

MESSAGING FUEL | ACCELERATOR CANVAS

<p>Positioning Statement – Describe the unique value you bring to your customers.</p>	<p>Features – What you do, key product/service functions.</p>	<p>Competitive Position – Where are you today: leader, follower, middle of the pack?</p>	<p>Supporting Messages – 3 to 5 statements that capture your brand value and key benefits.</p>
<p>Core Message - Why should I choose you (one short sentence)?</p>	<p>Benefits – What changes occur in your customers' business or life from your product or service?</p>	<p>Problem - What is your customers biggest challenge?</p>	
<p>Target Customer – What are the key characteristics of your ideal customer?</p>	<p>Results – What happens if they work with you?</p>		

AUTOMATE YOUR REVENUE GENERATION

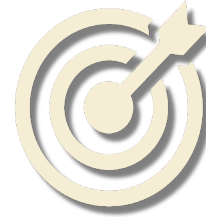
- Replace old, outdated, broken technologies and tools.
- Upgrade to automated, cloud-based systems that run seamlessly in the background.
- Attract new customers without worry or stress about what to do or say.



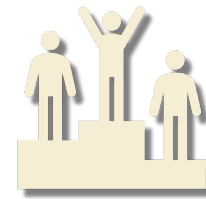
REAL RESULTS IN REAL LIFE



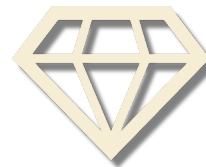
“Before Octain, our team was all over the map trying to target the right customers. Now we have a focused strategy for reaching our best prospects and have seen sales jump 40% in six months,”
– **CMO, Medical Services Company**



“Working with Octain has armed our sales team new strategic tools and information that has helped us open more doors to new customer opportunities.”
– **Peter Lore, Business Solutions Advisor, Panviva**



“Octain helped us develop a strategic launch plan that resulted in opening a new geographic market, changed our competitive position and drove new sales growth of 14% in the first year.”
– **VP Marketing, Software Company**



“This process was completely different. It opened my eyes to a new way of thinking about our association.”
– **Christopher Maricle, Executive Director, California Head Start Association**



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