



REVENUE GROWTH PROGRAM GUIDE



Where GTM Clarity Meets Scalable Execution

Greater Gain Group works with B2B software and tech-enabled service companies in regulated markets — healthcare, banking, financial services, and insurance — to build repeatable, capital-efficient revenue engines.

This guide outlines a modular suite of programs that can be used independently or stacked together as part of a phased revenue growth roadmap. Whether you need a quick fix or a full system buildout, you can start where you are and layer on as you go.

Many of our clients begin with a single sprint (like ICP or Outreach) and expand over time — aligning investment with traction. Others drop into one specific phase when a pain point or trigger arises (e.g., CRM chaos or pressure from a new board).

Every program is built with a simple goal: install systems your team can actually run. We document, deliver, and train with a strong emphasis on enablement so you don't become dependent on us. Your team walks away with clarity, tooling, and process — not consultants clinging to a retainer.

Whether you're post-funding, entering the US market, or tired of founder-led heroics, Greater Gain Group installs the infrastructure, process, and leadership to help you scale with confidence.

Phase 1

ICP Sprint

Price: \$5,500 USD / €5,000 EUR (Fixed)

Define exactly who to target, what to say, and where to find them. This is where GTM alignment starts — your team finally gets clear on who to chase and why they buy.

What's Included:

- ICP playbook tailored to your buyers
- Decision-maker map by role, title, and use case
- Messaging + segmentation by channel (email, LinkedIn, outbound)

What This Unlocks:

- Know your top 2–3 buyer segments
- Get your first 50–100 qualified accounts mapped and ready
- Stop wasting time on leads who will never convert

Best for: Post-funding founders targeting repeatable deals in healthtech, fintech, or insurtech who need to localize messaging or scale outreach.

Not for: Pre-revenue startups still testing product or relying solely on inbound.

Phase 2

Outreach Engine Sprint

Price Tiers:

- Standard: \$14K USD / €13K EUR
- Premium: \$20K USD / €18K EUR (includes SDR enablement & extended targeting support)

Build and execute a scalable outbound + content engine to generate qualified meetings. Perfect for founders stuck in the “activity without pipeline” trap — lots of outreach, no real movement.

What's Included:

- LinkedIn + email campaign plan
- AI-generated content and prompt library
- Sales sequences & outreach system build
- CRM and calendar integration for handoff

What This Unlocks:

- 10–25 ICP meetings in 90 days
- Reps (internal or external) can now run this engine
- Founders step back from being the only meeting-driver

Best for: Teams with early traction but inconsistent outbound motion.

Not for: Inbound-heavy orgs or those with overflowing pipeline.



Phase 3

Pipeline Process & Visibility Sprint

Price: \$14K–\$20K USD / €12K–€18K EUR

Build a repeatable, scalable lead-to-close process with complete visibility and accountability.

This is where the sales process gets formalized: from lead to opportunity to close. Each stage has clearly defined entry and exit criteria, mapped directly into your CRM. We install a system that your team — and your board — can rely on to understand deal flow and diagnose pipeline gaps in real time.

Most teams come in with spreadsheets (if that). They leave with dashboards, CRM hygiene, and reporting frameworks they can actually trust.

What's Included:

- CRM rebuild and pipeline mapping
- Stage-by-stage entry/exit criteria
- Forecasting dashboards: CAC, win rate, velocity
- Mutual Action Plan (MAP) templates + training
- Reporting walkthroughs and investor-ready visibility

What This Unlocks:

- Forecast with confidence
- Know exactly where deals sit, how they're progressing, and where they stall
- Speak the same revenue language internally and with investors

Best for: Founders who can't trust their data or need to build a repeatable sales system

Not for: Startups still figuring out ICP or messaging

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“We went from spreadsheets to a board-ready dashboard in less than 30 days.”

– Series A healthtech founder

Phase 4

Fractional CRO or Advisory Support

Price: \$10K–\$16K USD/mo / €9K–€15K EUR/mo

Plug in seasoned revenue leadership part-time to drive GTM strategy, team accountability, and board communication.

What's Included:

- Weekly GTM leadership meetings
- Forecasting, OKRs, sales planning
- Deal reviews and rep enablement

Option for CAC/ARR-aligned outcome advisory

What This Unlocks:

- Founder exits the sales manager seat
- Board confidence in revenue direction
- Strategic alignment without full-time hire

Best for: Series A/B teams scaling GTM leadership.

Not for: Pre-traction startups still in discovery.



Optional Sprints & Add-Ons

AI Marketing Engine Sprint

Price: \$6–9K USD / €5–8K EUR

Install a weekly AI-powered content engine — the same framework we use internally to produce Greater Gain Group's weekly content system. Built for internal teams that want to consistently generate and repurpose high-leverage assets without hiring a full-time marketer.

What You Get:

- Prompt library + workflows (LinkedIn, email, blog)
- Weekly content system tied to your ICP
- VA or team training on repurposing workflows

What This Unlocks:

- Publish 3–5 assets weekly with minimal resources
- Power nurture, follow-up, and top-of-funnel content

US Market Entry Launchpad

Price Tiers:

- Core: \$15K USD / €14K EUR
- Plus: \$25K USD / €22K EUR (includes buyer interviews, compliance messaging, & advisory)

Turnkey GTM for EU/UK companies entering the U.S. — from market segmentation to full outbound execution. This sprint combines foundational ICP development with messaging localization and complete campaign system setup. It's designed to get you in front of the right U.S. buyers in under 90 days, with compliance-aware messaging, CRM execution, and a trained team that knows how to follow through.

What You Get:

- US ICP & buyer mapping
- Compliance-aware messaging (HIPAA, ROI, procurement)
- Sequences, CRM logic, and campaign activation
- Live enablement session for handoff

What This Unlocks:

- 10–25 qualified U.S. meetings in 90 days
- Board confidence in GTM traction + investor readiness

“The US Market Entry Launchpad got us 18 qualified meetings in 60 days, 3 deals closed.”
– European SaaS CEO

Growth Engine Toolkit

Price: \$1,995 USD / €1,700 EUR (+\$500 USD optional coaching call)

Downloadable GTM systems for hands-on teams who want to move fast with proven frameworks. Ideal for founders or RevOps leaders who need templates, not theory — and want to avoid delays, scope creep, or dependency on external agencies.

What You Get:

- ICP worksheets, messaging, CRM stage guides
- Sales sequences and dashboard templates
- AI prompt packs + campaign tracking sheets

What This Unlocks:

- Execute independently without scope creep
- Train your team using proven templates

Execution & Enablement Add-On

Price: \$3K–\$5K USD / €2.5K–€4.5K EUR

Extend the impact of any sprint with coaching and async support.

What You Get:

- Slack/email support for 2–4 weeks
- Deal reviews + CRM feedback
- Team onboarding support

What This Unlocks:

- Speeds up tool/process adoption
- Reduces dependency post-build

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“This was the first external partner that actually enabled our team instead of creating dependency.”
– Fintech CRO

Post-Sprint Advisory Retainer

Price: \$2K–\$5K USD/mo / €1.8K–€4.5K EUR/mo

For founders who want continued access without full-time leadership.

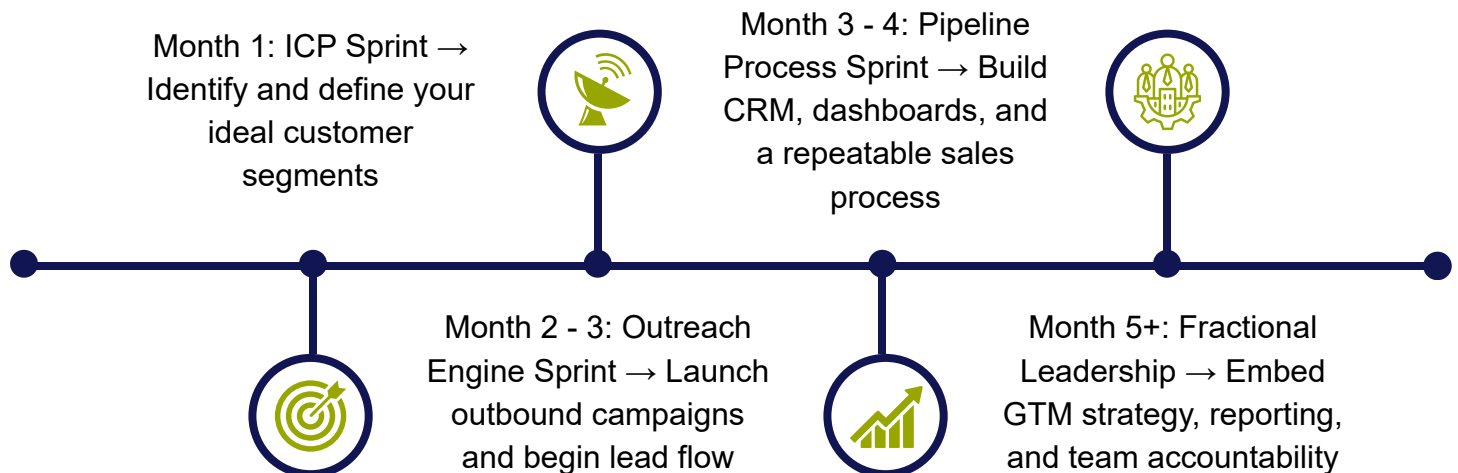
What You Get:

- Monthly or bi-weekly check-ins
- Light support on reporting, strategy, or coaching
- Slack/email async thread

What This Unlocks:

- Strategic continuity post-sprint
- Lightweight CRO guidance without retainer bloat

Client Journey Map



You're Here If...

- You just raised a round or joined an accelerator
- Your head of sales recently left (or you're rethinking the hire)
- You've been burned by outsourced lead gen or generic agencies
- Your board is asking for CAC clarity and pipeline accountability
- You're entering the US market and need a confident, compliant plan

[Book a discovery call](#) 

Email: sales@greatergaingroup.com

Every engagement starts with a conversation. We'll help you assess fit, prioritize what's next, and map a phased path to scalable growth.