



**DEGROW**

YOUR GROWTH PARTNER

## DeGrow: Revolutionizing RevOps & Lead Generation



# Hello, we are

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## DEGROW YOUR GROWTH PARTNER

In a rapidly changing world, you know that standing still is not an option. That's why we're here. Young but experienced. Modern yet knowledgeable. At DeGrow, we blend the latest techniques in sales and marketing with a fresh, no-nonsense approach. We don't believe in lengthy sales pitches; we believe in results. As your growth partner, we are ready to take your company to new heights with insights that truly matter. Welcome to the next step in your business growth.

Hey, I am the founder of DeGrow. With my background in sales and marketing and a passion for tech, I embarked on this adventure to transform sales in businesses.

Automating and digitizing sales within a company is where it all begins. At DeGrow, we aim for more than just doing business; it's about a partnership that helps your company grow.

## Founders note



# Why DeGrow?

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## What are you up against

**Improving sales processes** can be time-consuming. In organizations, the right knowledge and capacity for this task are often lacking.

- How do you set up systems?
- What tools are you going to use?
- What data is relevant?
- Who is your ICP?



## Trends

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68%

### Struggles with Lead gen

68% of B2B companies **struggle** with **lead generation**

61%

### Lack of resources

61 percent of companies report a **shortage** of **people, time, or budget** when it comes to revenue operations.

58%

### Checks email first

58 percent of people check their email as the first task of the day, followed by social media as the second spot.

# What problems are you facing

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1

## Consistent influx of customers

There is no clear picture of where new customers come from, as well as the quantity.

2

## Improve sales processes

Deal cycles are lengthy, deal sizes are too low, and the closing rate is below par.

3

## Explore new markets

Expanding into a new market comes with its challenges. How do you reach the businesses within that new market?



# How are we going to help



## **Kickstart onboarding**

We delve into your business through a pressure cooker **workshop** where we **extensively** examine your product or service, case studies, competition, and ideal customer.



## **Build the infrastructure**

We automate the time-consuming task of outreach, utilizing the latest software solutions to establish a **new stream of customers**.



## **Data driven optimization**

Actively utilizing **data** within the organization to identify opportunities, experiment, and **optimize**.



## **Optimize sales processes**

**Optimizing** and making **sales processes** more **efficient**, with a primary focus on **sales velocity**.

# What do you gain

1

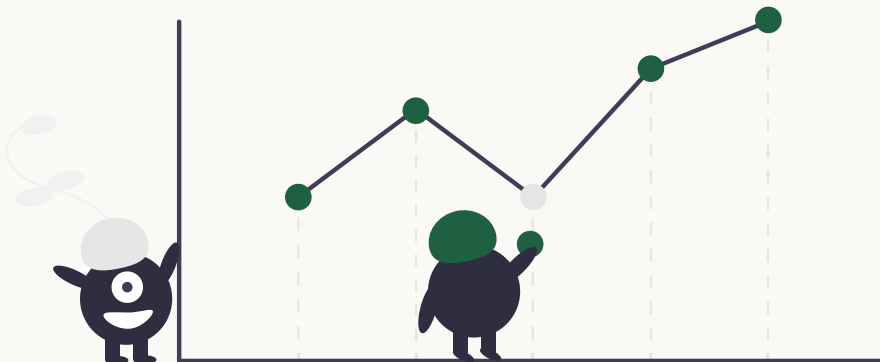
Gaining a clear understanding of your Unique Selling Propositions (USPs), competition, why customers choose you, and who your ideal customer is.

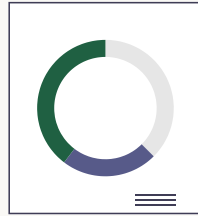
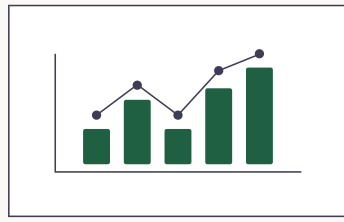
2

Cold acquisition infrastructure that generates a new source of appointments.

3

Optimizing your sales processes and enhancing your **sales velocity**.





# OUR STRATEGY

## ICP & Offer workshop

Dive deeper into current customers, ICP and offerings

### Build outreach engine

Build a fully automated cold outreach engine for growth

### Demand Capture

Generate a new influx of potential customers

## Data analytics

Analyse performance

### Optimize acquisition

Analyze and improve the engine

### Create a strategy for the future

Optimize internal sales processes

# CONTACT INFORMATION

## DEGROW

YOUR GROWTH PARTNER



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**BOOK A  
MEETING**

