



1



2



3

Financing Programs

Package 1: Mach 1.5 Growth Subscription Bundle

- 5 Year Subscription to The Growth Machine CRM
- DIY Setup and 12 Months & Done For You Marketing w/24 Guaranteed Appnts
- Website Development
- Sales & Marketing Collateral

Package Value: \$97K
Monthly Payments as Low as: \$2,000*

Package 2: Mach 2 Growth Subscription Bundle

- 5 Year Subscription to The Growth Machine CRM
- DIY Setup and 12 Months & Done For You Marketing w/PPC and Half-Time Lead Generation / Follow Up
- Website Development
- Sales & Marketing Collateral

Package Value: \$154K
Monthly Payments as Low as: \$3,200*

Package 3: Mach 3 Growth Subscription Bundle

- 5 Year Subscription to The Growth Machine CRM
- DIY Setup and 12 Months & Done For You Marketing and Full-Time Lead Generation / Follow Up
- Website Development
- Sales & Marketing Collateral

Package Value: \$190K
Monthly Payments as Low as: \$4,000*

Package 4: Mach 5 Growth Subscription Bundle

- 5 Year Subscription to The Growth Machine CRM
- DIY Setup and 12 Months & Done For You Marketing and 2 Full-Time Lead Generation / Follow Up
- Website Development
- Sales & Marketing Collateral

Package Value: \$292K
Monthly Payments as Low as: \$6,200*

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4



5

The Revenue Formula

Leads x Close Rate x Average Price = Revenue

100 leads x
.2 close rate x
\$50,000 avg. price

\$1,000,000

If you can control the math, you can control your growth
- This formula sets the baseline for how many leads you need to hit your 2026 growth goals.

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6

Why Leads Fuel the Entire System

- Leads initiate every sales opportunity
- No leads = no pipeline = no revenue
- Consistent lead flow requires multi-channel execution
- Growth is determined by the number of conversations created
- Lead targets must be calculated using YOUR numbers, not industry averages.



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7

Inbound Marketing: Your Long-Term Engine



- Inbound channels include:**
 - SEO
 - Local SEO
 - GEO – Generative Engine Optimization
 - AEO – Agentic AI Engine Optimization
 - Website conversion optimization
 - AI-enabled visitor tracking software
 - AI content engines and prompt-driven SEO
 - PPC (Google, Bing, Meta, LinkedIn)
 - Social media
 - eGuides, case studies, gated assets
- Inbound compounds over time and increases close rate, deal size, and total opportunity volume.

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8

Outbound Marketing: Your Control Lever



- Outbound channels include:**
 - Telemarketing & cold calling
 - Appointment setting
 - Nurture campaigns
 - Email marketing
 - Marketplace campaigns & LinkedIn outreach
 - AI-augmented calling workflows
 - Multi-channel outbound (email, phone, LinkedIn, video)
 - Consistent sequences mapped to Terry's sales process
- Outbound gives you control over WHO you speak to and WHEN

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9

Referral Marketing: High Trust, Low Predictability

- Referral sources include:
 - Existing clients
 - MSP partners
 - Technology vendors
 - Peer networks
- Referrals are powerful — but they are not a strategy. They cannot scale alone.



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10

Stages of a Lead (MQL → SQL)

1. MQL 1: List contact (no engagement)

2. MQL 2: Passive engagement

3. MQL 3: Content exchange / form fill

4. MQL 4: Booked appointment

5. SQL: Qualified sales opportunity

Pipeline clarity requires measuring each stage weekly.

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11

Understanding CPL (Cost Per Lead)

Different channels have different CPLs:

- PPC:** Total PPC Spend / Number of Conversions
- Outbound:** Total Spend / Number of Appointments
- SEO:** Low long-term CPL, slower startup
- Referrals:** Low CPL but inconsistent

The goal is ROI, not cheap leads.

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12

Lead Targets for Your 2026 Revenue Goal

Start with your revenue number -> Work backward:

- Revenue goal
- Required clients
- Required proposals
- Required appointments
- Required leads
- Required marketing budget

Use math, not hope, to calculate how many leads you need.



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13

Programs That Drive Predictable MSP Growth



Predictability requires ALL working together.

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14

Balancing Your Channel Mix

- Overreliance on one channel kills predictability
- Healthy MSPs combine:
 - 1-2 inbound channels
 - 1-2 outbound channels
 - 1 referral strategy
- This reduces volatility and creates stable revenue
- AI-heavy inbound requires strong outbound to stabilize early-stage pipeline



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15

Using Data to Improve Continuously

Growth becomes predictable when you:

- 1 Review metrics monthly
- 2 Adjust budgets quarterly
- 3 Track conversion rates
- 4 Reallocate spend
- 5 Forecast future pipeline needs

Your growth engine runs on numbers, not opinions.

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16

Why Tech Businesses Fail

- Common failure patterns:
 - Guessing instead of calculating
 - Underfunded marketing
 - Overreliance on referrals
 - No CRM discipline
 - No pipeline math
 - No conversion tracking
 - No AI-driven measurement
 - No CRM for contact management
- These failures are predictable — and avoidable



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17

Workbook Moment

Open your workbook to begin mapping:

- 2026 Revenue Goal
- Lead Math (updated funnel metrics section)
- Updated Channel Mix (SEO → SEO + Local SEO + GEO + AEO)
- CPL expectations
- Budget model

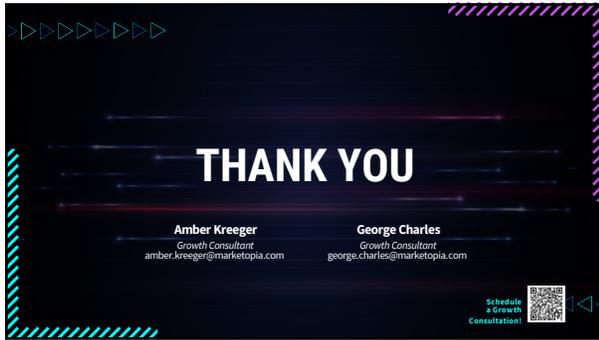
During breakouts you will receive:

- Your recommended channel mix
- Lead targets
- Budget model
- Conversion assessment
- Personalized revenue roadmap for 2026

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18



19
