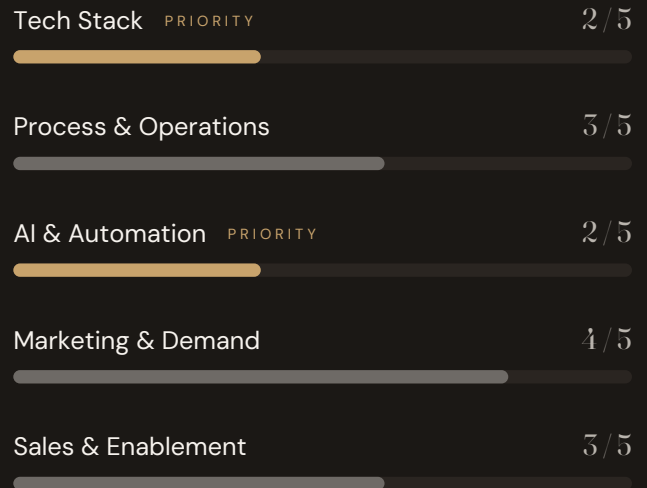


GROWTH SYSTEM DIAGNOSTIC

Where your growth is *actually stuck.*

One operator walks your entire revenue system, scores five subsystems, and maps the gaps – what they cost, and what to fix in what order. Not a website critique. Not an AI pitch. The whole machine, seen at once.



PREPARED FOR
[Client Name]

OPERATOR
Matt Razzante

DATE
[Month 2026]

SCORE
Growth Operating Score

Sample readout - every figure shown is an illustrative placeholder.

THE READOUT

Three bottlenecks. One sequence.

Everything below comes from what was observed and what the business's own numbers show. Where a cost can't yet be quantified, it says so.

01 No system of record

Contact history lives in three systems that don't write back to each other. Reporting is done from memory; follow-up depends on who remembers.

Cost: [client's own tool spend + rep hours - gathered in diagnostic]

02 Handoffs drop deals

The lead-to-close path changes depending on who is in that day. Deals stall at the same stage repeatedly, and nobody owns the stall.

Cost: unquantified - worth measuring. Stall rate captured in week one.

05 Automation without a foundation

AI tools were tried and quietly died because the data underneath them wasn't trustworthy. Sequence matters: record first, automation second.

Cost: prior tool spend with no adoption [client figure].

RECOMMENDED SEQUENCE

First

Stabilize the system of record

Jono - tech stack & CRM

Second

Define and instrument the lead-to-close path

Matt + Rob - process & sales

Third

Layer automation and AI on trusted data

Matt - AI & automation

HOW IT RUNS

Diagnose, score, then fix - in that order.

The diagnostic is the wedge. The score makes the gaps legible. The sequence sets the order. Only then does implementation begin – every recommendation already backed by what was found, not what is being sold.

WHAT HAPPENS

One operator reviews the full growth system: the CRM as it actually gets used, the last ten proposals, how a lead moves, what tools are paid for and what gets touched. Fifteen years of operating pattern-recognition applied to your actual business – not a template checklist.

WHAT YOU RECEIVE

A board-ready readout: your Growth Operating Score, five subsystem scores, the top three bottlenecks with costs, the recommended sequence, and who runs each fix. One page a partner or leadership team can read and agree on where to start.

WHAT IT IS NOT

Not a website critique. Not an AI pitch. Not a report that sits in a drawer. Every figure in the readout comes from your own numbers – nothing is estimated on your behalf or invented to make a case.

WHAT COMES AFTER

Nothing is owed. If the sequence makes sense and you want it run, implementation happens under one operator – the right specialist per fix, one plan, one scoreboard. The diagnostic fee credits toward that engagement.

Most companies don't have a strategy problem.
They have a *coordination problem*.

Matt Razzante – matt@razzmedia.com – razzmedia.com