

90-DAY GROWTH STRATEGY

A sharper path to qualified pipeline.

A focused working plan for **[Company Name]**.

Prepared by Strategiq

| Working strategy brief

THE SYSTEM



THE OPPORTUNITY

Create qualified demand without forcing the sale.

BUSINESS GOAL

[Primary commercial outcome]

Define the result the campaign should influence, without treating an enterprise sale like a short-term guarantee.

CURRENT FRICTION

The market is not connecting the problem to the solution.

Clarify what is slowing growth today: awareness, trust, targeting, timing, proof, or follow-up.

WORKING THESIS

Earn attention by making the first step useful.

Lead with a practical demonstration of expertise, then qualify the business need.

The campaign should make the right buyers curious enough to engage, while giving the sales team a clear path to turn that interest into revenue.

Call decision: Agree on the result worth testing and what would count as meaningful commercial movement.

Start with a real list, not a theoretical market.

01

Best-fit accounts

- [Priority segment]
- [Size, geography, or operating model]
- [Clear ability to buy]
- [Important exclusions]

02

Buying group

- **Problem owner** feels the consequence
- **Champion** can move the evaluation
- **Sponsor** controls budget or priority
- **Blockers** can stop adoption

03

Initial target list

[###] verified target accounts

[\[Example company 01\]](#) ↗

[\[Example company 02\]](#) ↗

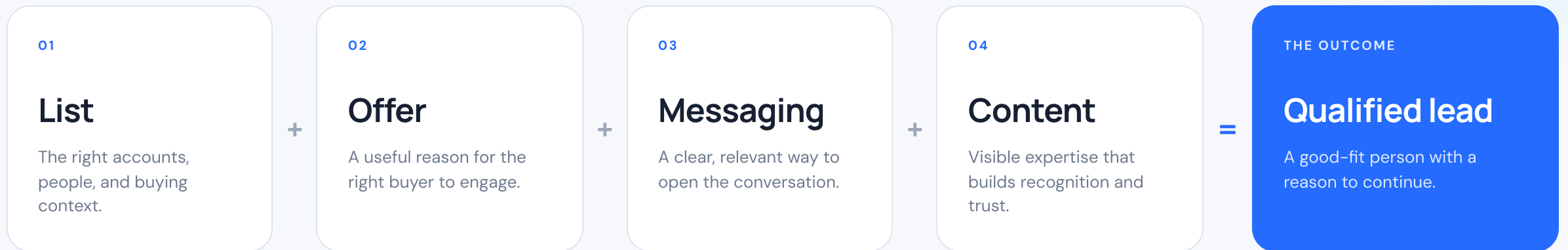
[\[Example company 03\]](#) ↗

THE FILTER

Show the initial account count and sample companies before launch. The client should be able to inspect who the campaign will actually reach.

HOW THE SYSTEM WORKS

Four parts work together to create one lead.



No single part carries the campaign. The list creates relevance, the offer earns attention, messaging starts the exchange, and content makes the seller credible.

One campaign. One clear reason to respond.

“

Connect [specific buyer] to [consequential problem] at the moment [observable trigger] makes action relevant.

Guardrail: Do not force several markets, buyer types, or offers into the first test.

POSITIONING	[Why this company is unusually credible for this problem]
MESSAGE	[The risk, opportunity, or decision that deserves attention]
PROOF	[Evidence, experience, result, demonstration, or case]
CHANNEL	[LinkedIn, email, content, events, or account-based outreach]

Three useful ways to start the conversation.

OFFER IDEA 01

[Offer name]

[The immediate problem this helps the buyer understand or solve]

THEY RECEIVE

[Specific deliverable or expert output]

THE ASK

[One low-friction input or action]

OFFER IDEA 02

[Offer name]

[The immediate problem this helps the buyer understand or solve]

THEY RECEIVE

[Specific deliverable or expert output]

THE ASK

[One low-friction input or action]

OFFER IDEA 03

[Offer name]

[The immediate problem this helps the buyer understand or solve]

THEY RECEIVE

[Specific deliverable or expert output]

THE ASK

[One low-friction input or action]

CALL DECISION Choose one primary offer to test. Keep the other two as deliberate alternatives, not parallel campaigns.

Make the commercial progression explicit.



QUALIFICATION STANDARD

A polite reply is not pipeline.

- Clear problem or opportunity
- Plausible timing and budget path
- Relevant owner or sponsor
- Agreed next step

Launch focused. Learn quickly. Decide honestly.

BEFORE DAY 1 Prepare Confirm the audience, offer, proof, assets, responsibilities, tracking, and sales handoff.	DAYS 1–30 Launch Run the first focused motion and capture objections, fit signals, and meaningful replies.	DAYS 31–60 Improve Refine the weakest stage by segment, trigger, message, offer, and follow-up.	DAYS 61–90 Decide Continue, revise, expand, or stop based on qualified commercial movement.
INVESTMENT [Fee and payment structure]	STRATEGIQ OWNS Targeting, campaign build, outreach operation, reply support, reporting, and iteration.	CLIENT OWNS Expert input, approvals, offer fulfillment, sales conversations, and commercial close.	
THE DECISION Approve the direction, refine the open questions, and confirm readiness to launch.			

AMSS Consulting

A strong network had gone quiet. Old prospects were not re-engaging, deals were not closing consistently, and the outreach had become stale.

3

deals closed

in one month

WHAT WE DID

LinkedIn profile repositioning · Buyer-led content · Cold and previous-lead outreach

1+ year

dormant prospect re-engaged and closed

Same day

an in-market connection booked a call

“The content hit home.”

PROSPECT WHO HAD BEEN ON THE FENCE FOR MONTHS

Coconut Tree Software

A niche technical service was competing globally against many alternatives while remaining invisible to much of its ideal market.

5-10

qualified leads

consistently delivered each month

WHAT WE DID

Distinct positioning · Thought-leadership content · Ideal-account outreach

Consistent

qualified lead flow every month

Go-to choice

over providers prospects had evaluated

“You’ve been showing up everywhere, let’s talk.”

PROSPECT RESPONSE