

# MORE360 Scaled Growth System

## Our Process - Your Success

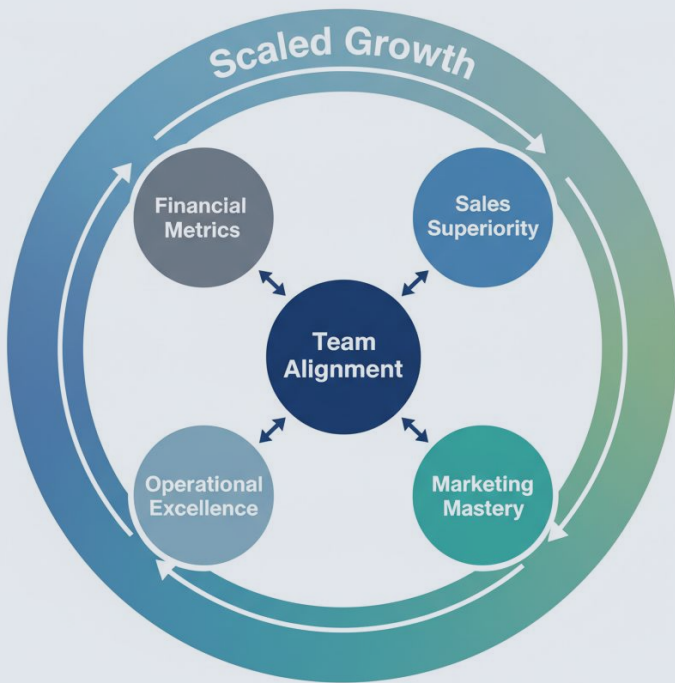


At The Written Sale, real, scalable growth starts with total team alignment and a forward-thinking mindset—challenging assumptions and unlocking your true competitive edge.

We don't toss out what's working; we turbocharge your existing strengths across sales, marketing, operations, and finance. The MORE360 process breaks through growth plateaus and delivers sustainable, profitable results for B2B teams ready to win.

### Achieve MORE in Four Steps:

**Gather** - everything we need to know about the current environment; the competition, your industry and internal capabilities and capacity for growth. Then define a goal that stretches, but



**Align** - Unleash your “talent in the room” to build a 360° growth mentality. Cross-functional collaboration means faster initiatives and seamless cooperation, which can lead to:

*Marketing Mastery:* Attract your perfect-fit clients with messaging that stands out, developed by marketing that is informed by client-facing team members.

*Sales Superiority:* Close deals faster, boost revenue, and feed real insights back into marketing and ops.

*Operational Excellence:* Smoother delivery, stronger margins, and fewer headaches.

*Financial Prowess:* Track the numbers that matter, from margin to ROI, every step of the way.

**According to studies, team alignment alone makes companies 18% more sales and 23% more profitable, on average.**

**Implement** - Now fully informed, gain a data-based and reverse engineered plan that will deliver the results you want. With everyone moving as one, launch targeted campaigns and systems with a real-time feedback loop. Every action is measured, every outcome anticipated.

**Nurture** - Accelerate results by tracking KPIs, staying nimble, and fostering innovation. Internally, communication and continuous improvement drive ROI and eliminate daily fires.

Close Sales Faster • Improve Margins • Bust Through Revenue Ceilings  
Make Operations Smoother and More Efficient • Grow Your Brand & Market Share  
Within a Stretched Goal with a Pre-Built Financial ROI and Forward-Facing Expectations

**Ready to break through? Let's talk.**

**Carl Olson**

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*IMAGINE MORE for you & for your business; MULTIPLIED for your employees and their families, and for the community you call home.*

### (Commercial Construction)

#### **“I Want Out!”**

“Tina” unexpectedly inherited her father’s construction company and was quickly overwhelmed — working 60–70 hours a week for little reward. Discouraged and burned out, she wanted to sell: “I want out. I want to sell while I’ve got something to sell.”

Initially, we focused on prepping for a sale. But everything changed when we uncovered she was missing 25.5% of her company’s value due to gaps in Marketing, Sales, Operations, and Finance. By aligning these “Big Four,” Finance learned what to measure beyond the P&L, Sales and Marketing built an ideal customer profile, and Operations gave Sales the info needed for smooth handoffs.

As the team united, Tina’s daily firefighting faded, and she empowered others to make key decisions. Her mindset shifted from exit to growth—and then to scaling up. Overnight, we recaptured the missing value and launched a plan targeting perfect-fit prospects, with all departments collaborating and constantly optimizing.

Within nine months, sales rose 19% and margins jumped 30.2%, all while Tina worked less than 40 hours a week. When asked if she still wanted to sell, she laughed: “Are you nuts? Revenue and profits are way up—and I’m having fun! No way do I want to sell!”

### (Medical Device)

#### **From Launch to Orbit**

A medical device company was poised to launch a new line of therapeutic equipment after promising beta tests and enthusiastic clinical feedback. Yet behind the scenes, there was no marketing plan, no real sales process, and only a loosely defined implementation for new users. With manufacturing outsourced and no internal team, the only thing in place was an investor eager for a quick turnaround.

We stepped in and built everything from scratch—gathering intel, crafting a marketing plan, hiring contract sales talent, managing the manufacturer, and designing a scalable rollout for treatment facilities. Acting as COO, Sales, Marketing, and Finance, our immediate goal was growth at scale to maximize enterprise value ahead of a future sale.

Eighteen months later, the results spoke for themselves:

- From virtually nothing but a product we developed everything needed - and sales took off.
- The brand and concept became so widely accepted today it is standard protocol.
- At the 18 month mark the investor sold out for a multiple that made him extremely happy.

### (Manufacturing Automation)

#### **10x in Six Months**

Sometimes all that is needed is a fresh look, a little alignment and a plan.

A large manufacturer of automation equipment was doing “ok”, but at too steep of a price. Margins were running tight, Marketing had pieced together a few things but nothing that made them stand out. This led Sales to have a disjointed pitch, and Finance didn’t really know how to keep track of performance metrics, except only to know whether other departments were within the overall budget.

We immediately saw a few problems in marketing tactics which were causing costs vs results to be way too high. It was time for some simple plan ‘tweaking’, so we gathered all key employees, got the frustrations voiced from everyone, brought everyone back to center and created an atmosphere of buy-in and cooperation, and aligned the message around their differentiators (of which they had quite a few which weren’t being taken advantage of) and tactics to best practices.

Within six months they were overwhelmed with Requests for Quotes, responses were 10x what they were before - without extra spend, and Sales closed deals at a rate that maxed out their operations...  
...simply because we came in with open eyes and found the roadblocks.

*Imagine*  
**MORE**