BOLD VALUE PARTNERS | THE GROWTH HIDDEN INSIDE YOUR BUSINESS

Hidden Growth Finder

See what small improvements in winning, keeping, and serving customers could be worth in your business, then take it to your leadership team.

Calculations update automatically in Adobe Acrobat or Adobe Reader.

1 The one-number check

Enter Your Annual Revenue ($M)

200

$3.2M

operating profit added a year by discounting 3 points less on new deals and 1 point less to keep cus

$4.2M

more existing-customer revenue kept a year by raising retention from 90% to 93% on $140.0M of existi

Both figures update as you change the starting values in step 4.

2 Gut check across the five leadership moves

Rate each statement for your company today.

Red = absent or unreliable. **Yellow** = partial or inconsistent. **Green** = consistently used, with recent evidence.

WIN MORE BUSINESS We track what share of our deals close with a discount, how deep, and why.	○ Red	○ Yellow	○ Green
GROW EXISTING CUSTOMERS Each key account has a growth plan for renewals, cross-sells, and referrals.	○ Red	○ Yellow	○ Green
MAKE GROWTH REPEATABLE Managers coach sales and customer-facing teams on capabilities to consistently execute the unified method.	○ Red	○ Yellow	○ Green
IMPROVE YOUR MARGINS We know our profit by customer and by product.	○ Red	○ Yellow	○ Green
LEAD THE CONNECTED SYSTEM Each priority above has an owner, a baseline, a target, and a timeline.	○ Red	○ Yellow	○ Green

What to prioritize

Rate the five statements above to see what to prioritize.

3 Trace three recent examples

Recent cases make a gap concrete. Jot down a line for each and a rough cost if you have one in mind.

A recent discount to win: what did we discount, who was the competitor, and what did we get in return?

Rough cost ($)

A lost or stalled deal: where did it stall, and why?

Rough cost ($)

A customer at risk: when did they last see a summary of the value we delivered / results produced versus goal?

Rough cost ($)

Add rough costs to see what these three cases add up to.

4 The rough estimate

Change any starting value to match your business. Each line shows what one move could add in a year. See the impact below.

Win rate today 22 %	**Win rate improved** 25 %	**Less discounting on new deals** 3 pts
Customer revenue retention 90 %	**Revenue retention improved** 93 %	**Increase existing customer revenue** 3 $M
Revenue from existing customers 70 %	**Operating margin today** 10 %	**Profit on each added sales dollar** 30 %
Less discounting to keep customers 1 pts	**Lift from the middle 60% of the team** 15 %	**Lower cost to serve customers** 1 % of rev

What a Connected Growth System Could Be Worth to Your Business

Estimated annual gains based on the values you entered in step 4.

+$23.1M	+$11.3M	10% to 14.0%
revenue added per year	operating profit added per year	operating margin

WHAT CHANGES	REVENUE ADDED	OPERATING PROFIT ADDED
Win more business Higher win rate on the same pipeline	+$8.2M	+$2.5M
Win more business Less discounting on new deals	+$1.8M	+$1.8M
Grow existing customers Higher customer revenue retention	+$4.2M	+$1.3M
Grow existing customers Increase existing customer revenue	+$3.0M	+$0.9M
Grow existing customers Less discounting to keep customers	+$1.4M	+$1.4M
Make growth repeatable Middle 60% perform better on new-customer revenue	+$4.5M	+$1.4M
Improve your margins Lower cost to serve customers	No change	+$2.0M
Lead the connected system: all moves together	+$23.1M	+$11.3M

This is a directional estimate to check with finance. Gains can overlap, and implementation costs are not included. The middle 60% are assumed to produce about half of new-customer revenue. Figures are rounded to the nearest $0.1 million.

5 Bring it to your leadership team

A short note to your leaders and an agenda for your next leadership meeting.

Email to your leadership team

Subject: Monday leadership meeting: where our next growth may be hiding

Team,

On Monday I'd like to use 50 minutes of our leadership meeting on something I've been working through: where revenue and profit may be slipping between our teams.

Before we meet, please rate us Red, Yellow, or Green on these five statements, and bring one recent customer example that supports your answers:

1. We track what share of our deals close with a discount, how deep, and why.
2. Each key account has a growth plan for renewals, cross-sells, and referrals.
3. Managers coach sales and customer-facing teams on capabilities to consistently execute the unified method.
4. We know our profit by customer and by product.
5. Each priority above has an owner, a baseline, a target, and a timeline.

[finance leader], please bring our current win rate, discount levels, retention, and operating margin so we can check my rough numbers.

Every view helps, especially where we see things differently.

Thanks,
[Your name]

Meeting agenda

What I've been looking at

Walk the team through the five moves, the $200 million example, and your one-number check.

How each of us sees it

Each leader shares their ratings on the five statements. Spend the most time where your ratings differ.

What it could be worth to us

Review the rough estimate. Finance confirms what looks right, corrects what's off, and names what it would take to firm it up.

What's worth a closer look

Agree on the one or two areas to dig into and who will bring back what.

Access Additional Resources

Take the 360 Hidden Growth Diagnostic →

Rate 15 statements across the five moves. Your score calculates automatically.

Read the full research briefing →

The research, company examples, and the math behind each move.

Book a leadership session with Walt Melcher and Hans Bachmeier →

Email walt@boldvaluepartners.com to schedule a working session for your leadership team.