OUTGROW

Grow 15–30% a year with the team you already have.

How to Expand Market Share and Outsell Your Competition

THIS IS PROBABLY YOUR TEAM

You mostly hear from customers when something is wrong. Customers are buying things from competitors that you already sell. You are forecasting on the strategy of hope, and you find out too late. The last sales training was forgotten in three days.

GROW YOUR REVENUE 15-30% YEAR OVER YEAR

Most teams spend their day reacting. Solving problems, taking orders. It is impossible to be proactive and reactive at the same time.

The obstacle is never effort or talent. It is fear. Reaching out feels like bothering the customer, so your people wait for the phone to ring. Two-thirds of the work is mindset. They think they are selling. They are helping. Customers want the call.

Luke will talk through the Outgrow revenue growth operating system, the same one more than 500 companies run. A set of specific techniques your people run in five to ten minutes a day, and every one of them has a number behind it, measured across more than 100 million logged actions.

WHAT YOU WILL LEAVE WITH

- The one question that gets 80% of customers to name business they are giving a competitor.
- Why most people stop at two efforts when it takes ten, and where that revenue goes.
- Three techniques you can use Monday morning, and the numbers behind each one.
- The Outgrow Loop, the weekly rhythm that shows you what your team is doing.

WHAT PEOPLE SAY

> "Matt has a rare ability to connect with people, build trust, and turn good ideas into meaningful results. He brings tremendous commercial experience, but what really sets him apart is his ability to challenge and inspire the people around him to perform at a higher level."
> **– President, Steelmaking Raw Materials Company**



Matt Zajac

Certified Outgrow Advisor™

Matt brings nearly 20 years of commercial leadership experience across the steel, manufacturing, and transportation industries. Throughout his career, he has led sales organizations, developed high-performing teams, and built lasting customer relationships. Having experienced firsthand the challenges of driving sustainable revenue growth, Matt brings a practical, real-world perspective to his work as a Certified Outgrow Advisor. He is passionate about helping organizations shift from reactive to proactive behaviors, strengthen relationships, and build the confidence, consistency, and accountability needed to achieve predictable growth.

Outgrow is the revenue growth operating system created by Alex Goldfayn, Wall Street Journal bestselling author. A Certified Outgrow Advisor™ is an independent contractor who licenses the Outgrow system, not an employee, agent, or spokesperson of Outgrow, LLC.

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