

**BETSY RICHARD**  
CONSULTING



# OUTGROW

REVENUE GROWTH SYSTEM

Betsy Richard is a Certified Outgrow Advisor and your partner in creating proactive, predictable revenue growth using Outgrow's proven process.



**OUTGROW INFORMATION PACK**

[www.betsyrichard.com/outgrow](http://www.betsyrichard.com/outgrow)

# WHAT IS OUTGROW?

## SALES DOING, NOT SALES TRAINING

Outgrow is a sales growth system that helps businesses predictably add **15-30% in annual organic revenue growth** year after year.

That's growth you can plan around.

While traditional sales training often focuses on scripts, presentations, or closing techniques, Outgrow focuses on proactive (not reactive) communication.

With Outgrow, ALL your customer-facing people (not just your salespeople) become **revenue growers**.



# A PROVEN PROCESS

## HOW WE BUILD PREDICTABLE GROWTH, TOGETHER

Outgrow is a proven system used by more than 400 companies over the past 20 years, generating over \$1 billion in added revenue.

Betsy Richard brings the Outgrow system to life within your company and provides structure, accountability, and guidance for lasting results.



*“Outgrow has helped our company and engineers get beyond the fear of ‘selling’ and understand they already have the abilities to help their clients more. They just needed to take deliberate proactive action and ask “how can we help?”*

*This is at the core of an Outgrow company: We’re not selling; we’re helping. And now our people believe this!”*

**MOLLEY E FOLEY**  
**PRINCIPAL AND CMO**



# THE PROBLEM

## THE GROWTH PLATEAU

Your people are working hard. Revenue is steady. Everyone is busy. But sales just aren't climbing like they used to. Growth has plateaued and energy levels are down because there's been a quiet shift from building opportunity to managing urgency.

**Outgrow works best with customer-facing teams who:**



**Respond to requests but rarely reach out proactively**



**Have dormant customers who used to buy regularly**



**Let leads and referrals go cold because follow-up never happens**



**Want predictable revenue instead of hoping for sales**



If any of this sounds familiar, Outgrow was built for exactly this moment.

# The Goal

## REVENUE GROWTH YOU CAN PLAN AROUND

Here's what changes when your team starts operating proactively. They'll wake up dormant accounts, expand existing orders, and ask for new business—instead of waiting for the phone to ring. They'll stay connected with the many customers and prospects who don't hear from them regularly.

**The good news: none of this requires hiring more salespeople or overhauling your culture.**



**15-30% predictable annual growth, year after year**



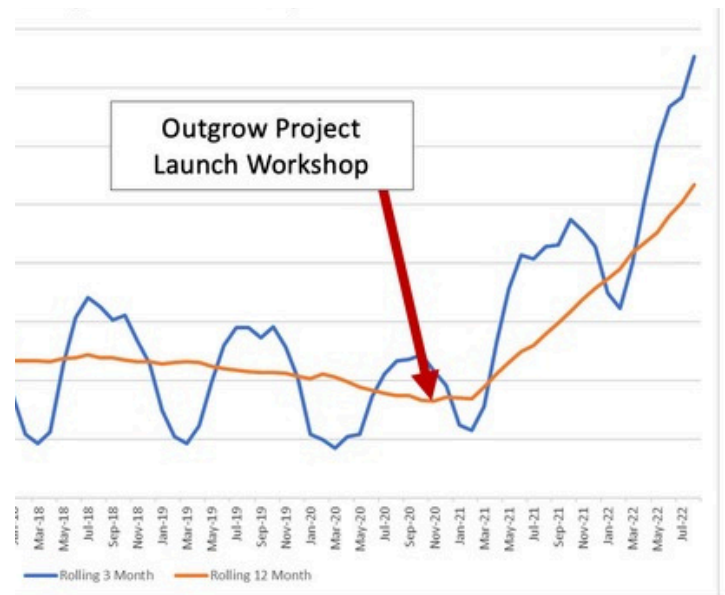
**Just 5 minutes per day, per person**



**Thousands of new proactive customer touches**



**Real-time data on revenue-driving behaviors**



## HOW WE'LL WORK TOGETHER

The Outgrow system unfolds in three phases over 12 months, building momentum and cementing new habits at every stage.

# FOUNDATION

## THE FIRST 90 DAYS

Before anything launches, we listen. In the first 90 days, I interview your team and your best customers to uncover what's working, what's not, and where the real growth opportunities are hiding. Everything we learn shapes a kickoff designed to get your people genuinely bought in from day one.

→ MONTHS 1-2

### Staff Interviews & Debrief

I talk directly with your team to find out where the real opportunities are hiding — and what's getting in the way.

→ MONTHS 1-2

### Customer Interviews & Debrief

I talk with your best customers to capture what they value most — and turn that into fuel for your team.

→ MONTHS 1-2

### Launch Workshop Planning

We take everything we've learned and build a kickoff designed to get your team genuinely bought in from day one.

→ MONTH 3

### Launch Workshop

This is where momentum starts — real customer voices, real alignment, and a team that believes in what comes next.

# ACTIVATION

## THE SECOND 90 DAYS

With the foundation in place, it's time to execute. Your team moves from understanding the Outgrow mindset to practicing it daily. They'll build the confidence and consistency that turn new habits into real results. Data-backed insights and daily support keep momentum high throughout.



→ MONTHS 4 & 5

## 2 Monthly Webinars

We'll review what's working, what changes we're seeing, and what's possible.

→ MONTH 6

## 90-Day Workshop

At the midpoint, we celebrate real progress, dig into the data, and set up the second half for even stronger results.

→ ONGOING

## Daily Support

I'm available to you and your managers daily — keeping the team accountable, the process on track, and momentum building.

# DURABILITY

## THE NEXT 6 MONTHS

Early wins are encouraging. This phase is about making sure they last. We deepen the habits, hold the team accountable, and make sure Outgrow isn't something your people do when they remember — it's how they work.



→ MONTHS 8 & 10

## 2 Monthly Webinars

We'll review what's working, spot what needs adjusting, and keep your team's energy high.

→ MONTH 12

## Year-End Workshop

We'll look back at how far your team has come, celebrate the wins, and set the stage for year two.

→ ONGOING

## Continuous Support

We'll measure your progress, reinforce what's sticking, and identify your next growth opportunity.

# PERMANENCE

## YEARS 2 & 3

By now, Outgrow isn't a program your team is running. It's how your business grows. We maintain momentum, bring new hires into the system, and continue building on the results year after year.



QUARTERS 1 & 3

### 2 WEBINARS

We check in on progress, spotlight what's working, and identify where your next growth opportunity lives.



QUARTERS 2 & 4

### 2 WORKSHOPS

Half a day to step back, measure real results, and make sure the system keeps delivering year after year.

# WHY CHOOSE BETSY RICHARD

Anyone can introduce a system. I've spent decades leading salespeople. I know what motivates them, what holds them back, and how to create the mindset shift from order-taking to revenue-generating.

You don't need another training program. You need someone who will show up, stay accountable, and make sure Outgrow actually works for your team. I install Outgrow, run it alongside your people, and stay with you until growth becomes a permanent part of how your business operates.

**Business is about relationships.** If you're looking for a savvy outside eye who delivers tangible results and knows how to align teams around systematic, proactive sales execution, I'd love to connect.

Ready to build revenue you can plan around? Let's talk.



**PHONE :**  
(337) 278-8932

**WEBSITE :**  
[www.betsycrichard.com](http://www.betsycrichard.com)

**EMAIL**  
[betsy.richard@runoutgrow.com](mailto:betsy.richard@runoutgrow.com)

