GROWTH PARTNERS

The Growth Brief

Friendly, practical ideas for getting more from the work already in motion

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👋 A Note from Allan

Welcome to The Growth Brief

Welcome to the very first issue of The Growth Brief! I started this newsletter to share the kind of practical, encouraging ideas I find myself talking through with leaders every week, the small shifts in alignment, focus, and follow-through that quietly move a business forward.

Each month I'll keep it short and useful: one idea worth sitting with, a few things you can try right away, and something worth a smile. I'm glad you're here, and I look forward to growing alongside you.

Warmly,

Allan Greer
AG Growth Partners

💡 This Month's Idea: Introducing AG Growth Partners

Growth rarely stalls for lack of effort

More often, growth slows because sales, marketing, technology, vendors, messaging, and execution are not fully aligned. Teams are busy, vendors are active, systems are in place, and campaigns are running but the overall growth engine is not always working as efficiently as it should.

That is where AG Growth Partners comes in. AGGP helps companies evaluate where growth is being slowed, identify practical opportunities for improvement, and bring more structure to the way sales, marketing, technology, and vendor resources work together.

The goal is simple: help companies make better growth decisions, simplify execution, and improve return on effort, time, and investment.

Why this matters now

Today's business leaders are being asked to do more with less and the numbers bear that out.

> **Marketing budgets are tightening.** Gartner reported average marketing budgets at 7.7% of company revenue in 2024, down from 9.1% in 2023, and its 2025 CMO Spend Survey showed budgets holding flat at 7.7%.
>
> **Personalization pays off.** McKinsey reports that effective personalization can reduce customer acquisition costs by as much as 50%, lift revenue by 5–15%, and improve marketing ROI by 10–30%.

That means companies need sharper priorities, stronger execution, and better use of the tools and vendors they already have, while buyers expect more relevant, timely, and personalized engagement. That is the environment AGGP is built for: practical growth support in a market where efficiency, alignment, and measurable execution matter more than ever.

What AGGP helps companies improve

1. Growth Clarity

AGGP helps companies step back and evaluate what is working, what is underperforming, and where growth opportunities are being missed — across sales processes, marketing activity, vendor relationships, technology platforms, customer messaging, lead follow-up, and the overall connection between strategy and execution. For many companies, the issue is not a lack of activity. It is a lack of clear alignment around the activities that produce the best results.

2. Sales and Marketing Alignment

Sales and marketing should not operate as separate functions with separate priorities. They should work together around shared goals, consistent messaging, qualified opportunities, and measurable revenue outcomes. Salesforce defines alignment as synchronizing goals and activities so both teams operate as a unified group — using shared KPIs, common customer definitions, and integrated technology, and notes that it can support higher revenue, faster sales cycles, and better retention. AGGP helps companies find where disconnects exist and build a more practical structure for communication, lead flow, follow-up, and accountability.

3. Better Use of Marketing Technology and Vendors

Most companies already have the tools and vendors they need a CRM, email platform, website, print provider, agency, digital vendor, social support, promotional supplier, and an internal team. The challenge is whether those resources are working together. When they are not coordinated, they create complexity instead of growth. AGGP helps companies assess their marketing stack, vendor mix, and execution process to determine what should be improved, simplified, replaced, or better utilized.

4. Practical AI Assessment and Recommendations

AI is becoming a major part of sales, marketing, customer service, content development, and operations. For most companies the question is not whether AI has value — it is knowing where to start and how to use it responsibly. Deloitte notes that generative AI can improve customer conversion, cross-sell and up-sell,

seller productivity, and the overall buying experience. AGGP helps companies evaluate their AI readiness, identify practical use cases, and recommend ways AI can support growth without adding unnecessary complexity.

A quick case study: what better alignment can produce

GrowthLab Financial, a finance-as-a-service company, moved beyond word-of-mouth marketing by consolidating sales and marketing on HubSpot's CRM platform. According to HubSpot's case study, the company used workflow automation and real-time reporting to better align the two teams.

The lesson is not that every company needs the same platform. The real lesson is that **growth improves when teams have clearer processes, better visibility, cleaner handoffs, and tools that support the way the business actually sells.** That is the kind of practical alignment AGGP helps companies think through.

The AGGP difference

AGGP is built for companies that need practical, experienced growth support without adding unnecessary overhead. The focus is not theory, it is execution. AGGP brings a hands-on perspective across sales, marketing, production, client service, vendor coordination, and business development, helping bridge the gap between what leadership wants to accomplish and what actually gets executed in the field.

A final thought

Growth is rarely the result of one campaign, one tool, one vendor, or one big idea. Sustainable growth comes from alignment. When sales, marketing, technology, vendors, messaging, and execution work together, companies are better positioned to compete, adapt, and grow with purpose.

AG Growth Partners helps companies align strategy, tools, vendors, and execution to create stronger, more measurable growth.

✨ Bright Spots

Try This Week

- Pick your single most important growth priority and write it where you'll see it every morning.
- Send one short thank-you to a client, vendor, or teammate who made this week easier.
- Review your sales pipeline for five minutes and move one stalled deal forward with a quick follow-up.

Worth a Smile

A couple of grins for the team:

Why did the marketing team break up with the calendar? It had too many *dates* but no *commitment.*

And one for a long week: my boss told me to have a good day… so I went home.

A fun business fact:

The FedEx logo hides an arrow in the space between its letters, often called one of the best examples of subtle brand design. The arrow quietly reinforces speed, precision, and forward movement without adding a single extra word, like this:



GROWTH PARTNERS

Let's have a friendly conversation about growth

No pressure — just a clear, focused chat about where things stand and what could move next.

Schedule a Growth Conversation →

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Thanks for reading — see you next month.