

Growth vs Scaling

How to gain **MORE** for no extra cost or effort.



The Written Sale

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Quick definitions (plain English)

Growth: More sales, more customers, more activity—often with more cost, complexity and frustration right alongside it.

Scaling: Revenue, margins and operations increase faster than the strain on you or the business—so you become better, not just busier.

You're already putting in the effort, expense and time to grow. Why not scale?

5 signs you're growing (but not scaling)

1. **Revenue is up, but profit is flat (or down).** You're buying growth with discounting, overtime, rework, or expensive acquisition.
2. **You need heroics to hit targets.** The business "works" because a few people (often the owner) keep saving it.
3. **Sales wins create operational fires.** Every new deal adds stress, delays, or quality issues.
4. **Marketing and sales don't agree on what a "good lead" is.** You get activity, but it doesn't convert cleanly.
5. **You measure the past more than you predict the future.** Reports tell you what happened—too late to change it.

5 signs you're scaling

1. **Profit grows faster than revenue.** You're improving margin discipline, efficiency, and pricing power.
2. **Sales gets faster—not just bigger.** Cycle time shrinks, close rates improve, and the process captures useful intelligence.
3. **Operations can absorb growth with fewer hiccups.** Capacity, handoffs, and delivery are designed for volume.
4. **Teams pull in the same direction.** Leaders share priorities, definitions, and accountability—less friction, faster execution.
5. **Your metrics help you steer.** You track leading indicators that let you adjust before problems show up in the P&L.

60-second self-check (score yourself)

Rate each statement 0–2: 0 = not true, 1 = somewhat true, 2 = consistently true

- _____ We can explain our ideal customer in a way marketing and sales both agree on.
- _____ Our sales process closes deals faster than it did 12 months ago.
- _____ When we win a deal, operations can deliver without scrambling.
- _____ Our leadership team is aligned on priorities, definitions, and accountability.
- _____ We track a small set of numbers that predict performance (not just report it).
- _____ **Total score (0–10)**

What your score usually means

- 0–3: You're likely buying growth with complexity. The business is relying on heroics.
- 4–6: You have pieces working, but the system isn't tied together yet.
- 7–8: You're close. A few constraints are limiting scale.
- 9–10: You're scaling. Now it's about protecting what works and doubling down.

Keep Going! Scaling your growth is broken down into 5 components: Team Alignment, Marketing Mastery, Sales Superiority, Operational Excellence and Financial Prowess. Complete the very quick assessment as you go. Scaled Growth starts with knowing which of these is your greatest roadblock.



Introducing MORE360

A Rapid, Holistic Program for Scaled Business Growth

Traits of a Scaling Business:

- Everyone pulling together with a Growth Mentality in intentional cooperation
- Owning a competitive advantage
- Faster sales; Profit growing faster than revenue
- Efficient operations with fewer hiccups
- Financial measurements that predict the future versus reporting on the past

How to Use This Scaling Assessment

In each of the 5 areas below, read the definition and benefits and then look at the potential friction points. Honestly give each one a score of 0-2, 2 meaning the description exactly matches your company's current practices. Add scores together at the bottom of each section.

Team Alignment: Alignment is when leaders come together to communicate, know and have input into the same initiatives, priorities, and accountability. Decisions get made faster, operations/handoffs work smoother, and the business stops relying on owner/CEO heroics.

On average, team alignment alone drives 18% more sales and 23% greater profitability.

Potential Friction Points:

- _____ 1. Your key people meet once a week to focus on how everyone's individual expertise is contributing to growth and operational excellence initiatives.
- _____ 2. Key employees have the ability to make decisions without owner input, and know the vision, mission and well-being of the company to keep everything on track.
- _____ 3. Major decisions are not made without input from all key employees to assess possible unanticipated ripple effects.
- _____ Team Alignment Total Score

Marketing Mastery: Most marketing works at generating activity. Scaling requires marketing that reverse engineers your perfect customer so it can reliably produce the right leads; the kind sales can close more of, faster, at a good margin. It also should be predictive of future growth with key performance indicators that chart anticipated growth.

Optimizing your marketing for these outcomes provides a 10-25% lift in ROI with no additional expense.

Potential Friction Points:

- _____ 1. We can name the one specific problem we solve best, for one specific type of customer, and our marketing consistently attracts that buyer (not just "anyone who might need us").
- _____ 2. We track a clear line from lead source → qualified conversation → proposal → closed deal, and we routinely stop doing channels that create activity but don't convert.
- _____ 3. Our message makes the buyer say "that's us" because it addresses the real risk they're trying to avoid (time, disruption, margin, reputation)—not just features or generic outcomes.
- _____ Marketing Mastery Total Score

Sales Superiority: Scaling for sales superiority isn't just more deals. It's faster deals with protected margin and a sales process that creates intelligence the rest of the company can use without a lot of rework or scope creep.

With the proper set-up, Sales can trim close times by 10-20%, Operations can anticipate new work without undue added stress, and Finance can more accurately pinpoint margins that remain consistent.

Potential Friction Points:

- _____ 1. We can point to the single stage where deals stall most, and we know the top 1–2 reasons (clarity, risk, timing, money) because we capture it consistently.
- _____ 2. We have a clear, repeatable way to price our work so we're not reinventing scope on every deal (and margin doesn't depend on who sold it).
- _____ 3. After a first meeting, prospects always leave with a specific next step and decision criteria—not "send me something" or "we'll talk internally."
- _____ Sales Superiority Total Score

Operational Excellence: Sales informs what was sold, Operations and Delivery is prepared for added growth, ripple effects are accounted for before the 'fires', Turn-around becomes faster and smoother, while wasted time and resources is reduced.

Proper operational optimization can reduce rework, capacity drag and problem resolution times by 10-25%, meaning capacity will increase without additional capital expenditure.

Potential Friction Points:

- _____ 1. A win does not create chaos: we have a defined win-to-delivery handoff so ops receives what they need to deliver without rework, surprises, or exceptions.
- _____ 2. We manage capacity with reality-based numbers (throughput, constraints), so we don't routinely overpromise timelines and then rely on heroics to catch up.
- _____ 3. We can quantify where rework and exceptions are stealing capacity (and we actively reduce them), instead of treating them as "the cost of doing business."
- _____ Operational Excellence Total Score

Financial Prowess: Most companies have reports. Scaling companies have a handful of financial numbers that predict what's coming so leaders can act early. Watching this set of numbers provides trend lines, early warning signs, while keeping margins and the ROI for all departments on track.

According to PwC, this small act of "knowing the right numbers" (KPI-driven ROI-tracking + trend visibility + performance vs expense control can add 5-6% profitability plus 6% productivity.

Potential Friction Points:

- _____ 1. We can predict cash pressure 4–8 weeks ahead using a few leading indicators (pipeline quality, delivery capacity, AR), not just by checking the bank balance.
- _____ 2. We know our true gross margin by offer / job type, and we can spot which work is "busy but unprofitable" before it becomes a pattern.
- _____ 3. We use a small set of weekly numbers to make decisions (not monthly surprises), and those numbers clearly tell us whether the constraint is demand, conversion, delivery, or cash.
- _____ Financial Prowess Total Score

Easy Next Step:

Go back over the 5 areas and pick the one with the lowest score. In the case of a tie, chose the one which you feel is most important to improve.

Send me an email. In the subject line put the name of the area you've selected and I'll email you the next step. Very easy, but you'll be able to dive deeper into the particular roadblock keeping you from scaled growth.

Questions?



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