



# Refractive Concepts

## Break Through Stagnation

Conduct an honest review to drive new growth

Great Marketing isn't magic. Great Marketing is judgement-free optimizations, efficient project management, and process discipline done at scale. We help by giving you:

- ✓ An external review of strategies and practices, and guidance to fix what's broken
- ✓ An optimized Sales and Marketing relationship to drive more results from the same spending level
- ✓ Support to source and vet Marketing hires to run with the updated strategies
- ✓ A strategy that works now and scales through your evolution



### **New perspective**

Review of existing approaches to improve output



### **Establish credibility**

Enter new markets, grow reputation in existing markets



### **Grow using any channel**

AI, digital, offline, and integrated campaigns



### **Hiring roadmap**

Guidance and vetting to fill Marketing skill gaps



### **Funnel optimization**

Embedded processes and accountabilities that produce more clients



### **Product Marketing**

Positioning, Sales enablement, performance tracking

**Get in touch for a complimentary initial assessment.**

[info@refractiveconcepts.com](mailto:info@refractiveconcepts.com) | [refractiveconcepts.com](https://refractiveconcepts.com)

## 20+ YEARS

of B2B and B2B2C Marketing and Sales expertise

## 150+

strategies launched and optimized

## 30-35%

contribution to revenue growth for 20+ years

### A new way of looking at strategy

My organization has been profitable for two decades, but we were looking to amplify our growth. Neil took the time to learn our business and the industry landscape. He asked insightful questions about what makes us relevant to customers and analyzed why our previous efforts were successful or not. He then provided a way forward that represented a different way of looking at our go-to-market approach for both the short and long term.



Peter G, President  
Manufacturing SaaS Platform

### A bridge between Marketing and Sales

Neil is a unique Marketing expert, as he comes from a true Sales background. He has succeeded in both capacities, so he knows what the Sales team and our customers want and need from a Marketing perspective. This empowers Neil to be confident with his prioritization and decision making. His understanding of the Sales process means he knows how to build an effective and efficient link between Sales and Marketing.



Howard Y, Global Head of Partnerships,  
Fintech SaaS Platform

## Engagement models

### PROJECT BASED

Design and end-to-end implementation of a project or campaign

### FRACTIONAL

Defined, ongoing weekly availability to contribute in support of any topic area

### RETAINER

Monthly availability, on-demand, across any topic area



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Concepts

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