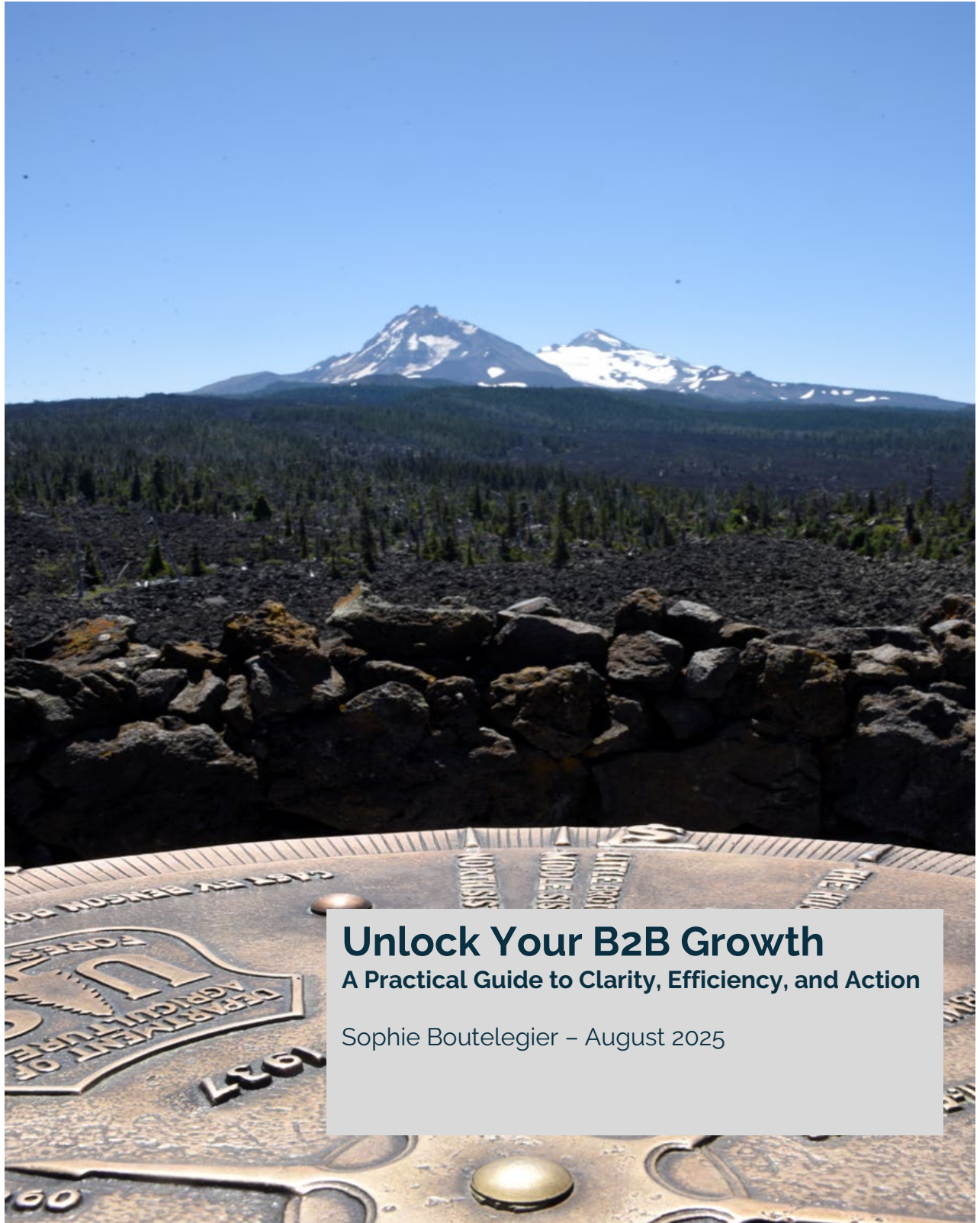




Unlock Your B2B Growth

A Practical Guide to Clarity, Efficiency, and Action

Sophie Boutelegier – August 2025

As a Growth Strategist, I've worked with many B2B tech companies facing the same challenge: they are excited to grow but are overwhelmed by competing priorities and unclear strategies. Whether you're scaling a startup or optimizing an established business, growth is about **clarity**, **efficiency**, and turning **strategy into action**.

In this guide, I'll introduce you to the core principles behind *The Growth Accelerator*, a proven 6-step framework designed to help B2B companies like yours achieve sustainable growth without wasting time or money. This framework focuses on:

- **Preparing your business for future growth**
- **Providing clarity on your goals and strategy**
- **Equipping you with the tools to turn your strategy into actionable results**

The Growth Maze

Are you struggling with competing priorities and unclear strategies? Many B2B businesses have a fantastic product but find it challenging to reach their goals and scale. Even the most capable teams often find themselves:

- **Overwhelmed** by too many opportunities and ideas without a clear direction
- **Confused** by fragmented efforts across teams that aren't aligned
- **Frustrated** by wasted resources and slow, inconsistent results

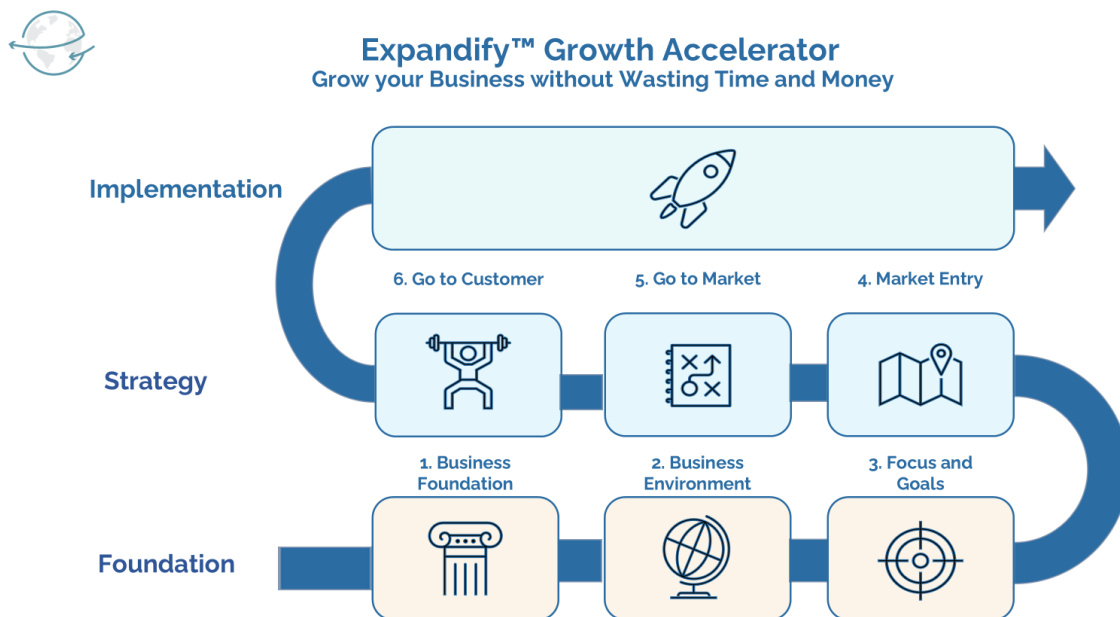
Add the pressure from the board or investors to deliver short-term results, and the picture becomes even clearer. There's simply no time to step back and think strategically about where and how to grow your business. If you're facing similar challenges and want to explore how to overcome them, I'd love to have a conversation. Schedule your [strategy call](#) today to start building the roadmap for your business growth.

"You don't need more ideas.

You need a clear plan to implement and the right tools to execute it."

Over the years, I've developed a framework that brings clarity to the steps you need to take to grow your business. Let's take a closer look at these steps, guiding you through the **foundation**, **strategy**, and **implementation** that will set you on the path to success.

The 3 Essential Phases to Grow your Business



At the heart of *The Growth Accelerator* is a straightforward and powerful framework that moves your company from confusion to clarity, and from strategy to action.

Foundation: Building the Right Base for Growth

Growth initiatives only deliver when they are grounded in a strong foundation. This means understanding your business, assessing the external environment, and having clarity on your goals.

Business Foundation: Start with a thorough understanding of where your business stands. Conduct a deep dive into your performance, internal processes, and key challenges. This step uncovers hidden obstacles, identifies what's working and what isn't so you know where to focus.

Business Environment: Growth doesn't happen in a vacuum. To achieve real growth, you must understand the external factors influencing your business. This includes analyzing market trends, competitor activities, customer behavior, and broader industry trends. This assessment ensures that your strategy is aligned with the dynamics of your environment.

Focus and Goals: Bringing together your vision and big thinking with the reality of your business and environment, you define your number 1 goal. This goal acts as a guiding light for your strategy and actions, ensuring your team stays aligned and focused. It also becomes a powerful tool when engaging with potential investors and partners. An ambitious goal captivates others, making them eager to be part of your story and contribute to your success.

Strategy: Creating the Roadmap for Success

Once you have clarity on your foundation, it's time to define how to reach your goals. This is where strategy comes into play.

Market Entry: Expanding into new markets or segments requires a strategic approach. Explore the most effective market entry strategies, weighing the balance of control, flexibility, and risk.

Go-to-Market: This is about conveying your value proposition to the world. A go-to-market strategy communicates your unique value clearly, ensuring that your messaging resonates with customers, partners, and your team. This is also the time to think about how you can stand out from the crowd by bringing unique value.

Go-to-Customer: In B2B, reaching your customer requires a highly strategic approach. From breaking into large accounts to mapping decision-makers and influencers, your messaging must be tailored to each stakeholder. This step ensures that your sales and marketing teams know exactly who to target, how to position your offering, and how to adapt your communication based on the audience.

Implementation: Turning Strategy Into Results

Having a solid strategy is essential, but without implementation, it's just theory. This phase is where everything comes together and starts to drive real, measurable results.

Action Plan: Now that you have clarity on your business, environment, and goals, it's time to execute. Identify 1 strategic goal, set 3 to 5 priorities for the quarter, and define 5 key actions for each priority. Set timelines and assign accountabilities so your team stays focused and aligned.

Measuring Success: As you implement, it's essential to track progress. Establish clear metrics to measure success and regularly review results, making adjustments as needed to stay on track.

By following this framework, businesses can stop spinning their wheels and start accelerating growth. With a clear roadmap, strategic focus, and actionable plans, you'll be empowered to scale your business without wasting time or money.

Business Case: Pivoting from Automotive to Windmill Market

A company offering a solution to test the quality of machines initially planned to expand into the U.S. **automotive market**. The company believed their technology would be a strong match for this sector. However, after mapping the strengths of their solution and gathering key market information, we helped prepare a visit to engage with major automotive stakeholders, as well as potential partners in other industries. Armed with a clear framework for what information was needed, the CEO soon learned that the automotive market was saturated, and their solution was not as differentiated as initially thought.

Through a deeper understanding of the market, the company pivoted towards the **windmill sector**. This sector offered untapped opportunities and was a much better fit for their solution. This market, however, required a long-term strategic approach. To begin executing this new focus, the first hire was someone with experience from the HQ, tasked with leading **evangelism** and building **strategic relations** within the windmill industry.

The Results:

- **Clarity:** The company had a clear understanding of the windmill market's needs and how their solution could fill a critical gap.
- **Efficiency:** Through strategic collaboration with a service partner that had a large network, the company was able to gain rapid access to key players in the sector.
- **Action:** The newly appointed BDM knew exactly where to focus and set the right priorities, ensuring the company's efforts were aligned with their long-term goals.

As a result, the company successfully entered the windmill market, positioning itself as a leader in quality testing for windmill machinery, setting the stage for sustainable growth and new business opportunities.

Let's Turn Insight Into Action

This whitepaper is designed to help you navigate your growth journey with structure, clarity, and efficiency. But insight without action won't move the needle.

If you're ready to explore the future of your business, your growth potential, and the challenges standing in the way, **I invite you to schedule a complimentary discovery call.**

It's a focused conversation about:

- Where you want to take your business – your vision for growth and what success looks like
- The challenges standing in your way – whether strategic or tactical
- What a possible collaboration could look like

If there is a fit, we'll discuss how I can further support you beyond the call.

Either way, you'll walk away with valuable insights and clear next steps.

 [Schedule your discovery call](#)

Or reach out directly sophie@expandify.eu

Let's build your roadmap for global success!

Meet Sophie Boutelegier

The Growth Strategist



Sophie helps B2B tech and service companies achieve profitable growth. With her expertise in strategy, growth, and internationalization, she partners with companies to craft powerful strategies and fast-lane implementation plans. She specializes in international expansion, growth through collaboration, and helping European businesses thrive in the US market.

As a consultant, coach, and speaker, Sophie guides businesses through strategic transformations, ensuring they stay focused on what matters most for sustainable success. Having lived and worked across four continents, she understands the unique challenges businesses face in today's global economy.

Clients appreciate her no-nonsense approach, her ability to make the complex clear and her extensive experience and network in the American and European tech and innovation ecosystems. Sophie challenges and motivates businesses to think differently, helping them uncover fresh perspectives and unlock new opportunities.

Sophie regularly speaks at conferences and delivers workshops for clients and trade associations. She is a trusted mentor for organizations like Swissnex, German Accelerator, Unizo, Start It KBC, and the Alchemist Accelerator.

A fellow of the renowned Prince Albert Fund, Sophie is an entrepreneur at heart. During her career at Barco, she was awarded 'Sales Manager of the Year' and was the runner-up for Tomorrowland, a companywide innovation contest. She holds a master's degree in Law, Intellectual Property, and International Business from the KULeuven, Belgium. In 2021, she passed the CA-AM exam and became a certified strategic alliance professional by ASAP.

A native of Belgium, Sophie speaks English, Dutch, French, and Italian. Since 2015, Sophie has called Silicon Valley home, where she enjoys the California sunshine with her husband, Wim, and their two children, Charlotte and Matthias.