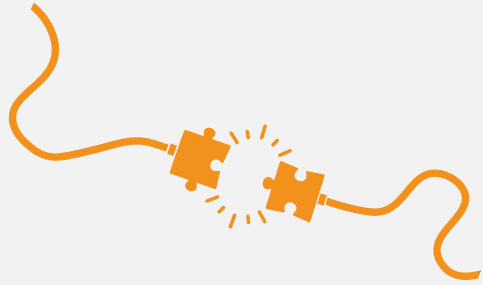


# Industrial Growth Agency



**MAGNUS STRATEGY**  
simplify strategize succeed

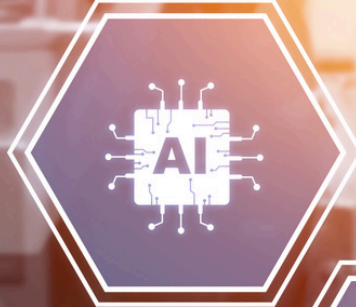
Magnus Strategy –  
Bridging **technological innovation**



**and industrial reality** to  
break down growth barriers



**MAGNUS STRATEGY**  
simplify strategize succeed



# Traction®, 10% Strategy - 90% Execution

Not a SaaS. Not a CRM. **A True Growth Accelerator.**

- “ Only **14% of employees** understand their company’s strategy, and **fewer than 10%** can execute it successfully.



Visual example of TRACTION<sup>®</sup> dynamic frameworks.



## TRACTION®: Powering Smart, Impactful Action in the Field

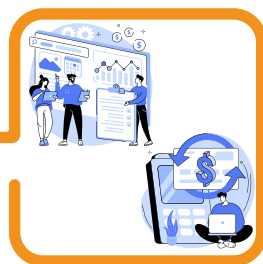
A clear vision. Aligned teams. Tangible results. **TRACTION® brings business intelligence where it matters most — in the field.** By connecting commercial activity with customer insights, **this growth accelerator** empowers teams to act faster, with greater focus, and deliver truly measurable impact.



Turn Sales & Customer Data



Into Clear Direction



Empower Frontline Action

### Financial Impact

- \$ Increase in recurring revenue.
- \$ Optimised gross margins.
- \$ Improved cash flow.
- \$ Lower customer acquisition costs.
- \$ Higher customer profitability.

## The Technological Advantage

An agile, data-driven approach—**fueled by sales and customer insights**—enables real-time tactical shifts to drive organic growth.

### Optimising Strategic Decisions

- ✓ Structuring market and sales performance data for informed and agile decision-making.

### Team and Process Alignment

- ✓ Synchronising actions across sales, marketing, and management teams to maximise commercial impact.

### Boosting Business Opportunities

- ✓ Proactively identifying growth drivers and the best market penetration tactics.

### Automating Follow-Ups & Customer Engagement

- ✓ Reducing friction in the sales cycle with smart tools for managing accounts and opportunities.

### Continuous Evolution & Rapid Adaptation

- ✓ Refining tactics based on real-time data and results to drive continuous performance improvement.