

rethinQ

SOLUTIONS

Growth Services Division

Grow Smarter. Not Just Bigger.

Client Onboarding & Consulting Framework

Question. Qualify. Quantify.

Building smarter, more resilient systems by aligning technology, people and strategy. Unleashing potential at every level.

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CONFIDENTIAL

1. Who We Are

rethinQ Solutions is not a firm. We are not an agency. We are a curated collective of elite, independent contractors who assemble under the rethinQ banner when the problem demands it — and dissolve when the work is done. No permanent payroll. No overhead-driven recommendations. No standing army waiting for a war.

We serve clients facing challenges that don't fit neatly into the service catalogues of established vendors. Our value isn't just what we deliver — it's the vantage point we bring. A different perspective on complex problems. Creative, tailored, unconventional.

We aim to build with AI, democratize knowledge, and provide value-based solutions and services for our clients.

Vision: *Building smarter, more resilient systems by aligning technology, people and strategy. Unleashing potential at every level.*

Our Four Service Pillars

GROWTH	TECHNOLOGY	SECURITY	PEOPLE
Revenue acceleration, pipeline generation, digital presence, vendor coordination	AI integration, cloud strategy, digital transformation, systems architecture	Cyber and physical risk, compliance, incident response, property profiling	Psychometric-informed talent, corporate therapy, leadership, culture design

*We assess before we advise. We measure before we build.
A strategic alternative. An agile perspective. A precise instrument.*

2. Your rethinQ Associate

A Trusted Advisor Who Works For You — Not The Vendors

Every rethinQ Associate is a hands-on strategist with real-world execution experience. They embed with your team, learn your business inside and out, and take full ownership of sourcing, negotiating, and overseeing every vendor relationship on your behalf — across growth and beyond. One advisor. Full oversight. No competing agendas.

The Challenge

You're fielding calls from SEO agencies, lead gen firms, marketing consultants, and sales tool vendors — each pitching their own solution. Nobody is looking at the full picture, and nobody is accountable for results across your entire growth engine.

The rethinQ Approach

Your rethinQ Associate maps your entire revenue pipeline, identifies the real gaps, and sources the right partners for each — from brand strategy to lead generation to sales optimization — then sources and manages the right partners across every dimension. One advisor for your entire growth strategy.

How It Works

- 1. Diagnose.** Your Associate runs a comprehensive growth assessment to establish a clear baseline using rethinQ's proprietary intake questionnaires and maturity scorecards.
- 2. Source & Align.** Instead of disconnected vendors, your Associate builds a unified growth strategy, sources the right specialists, and coordinates delivery across the full stack.
- 3. Measure & Sustain.** Ongoing oversight with clear KPIs, sprint reviews, and quarterly reassessments. Your Associate holds every vendor accountable to measurable outcomes.

Built-in Accountability

One advisor. One growth strategy. One point of trust. Full vendor accountability. No more siloed agencies working at cross-purposes.

3. Growth Services Division — Overview

The Growth Services Division is designed to help clients identify, unlock, and accelerate revenue opportunities. We take a diagnostic-first approach — evaluating the client's current state across marketing, sales, digital presence, and revenue operations before prescribing solutions. Every engagement is anchored by a dedicated rethinQ Associate who owns the relationship end-to-end.

Growth Services Catalogue

Service Area	What We Deliver	Key Outcomes
Website Design & Optimization	Custom website builds, UX audits, conversion rate optimization, landing page strategy, mobile-first redesigns	Higher conversion rates, improved user experience, stronger brand presence
SEO / AEO Strategy	Search engine optimization, AI engine optimization (LLM visibility), keyword strategy, content audits, technical SEO, local SEO	Increased organic traffic, improved rankings, AI-discoverable brand presence
Lead Gen & Cold Calling as a Service	Outbound prospecting, SDR-as-a-service, cold email campaigns, LinkedIn outreach, appointment setting, lead qualification	Consistent pipeline, reduced cost per lead, qualified meetings on calendar
Revenue Generation Strategy	Pricing optimization, upsell/cross-sell frameworks, revenue stream diversification, market expansion, partnership strategy	New revenue streams, higher deal size, accelerated time-to-revenue
Sales Process Optimization	CRM implementation/audit, sales playbook creation, pipeline management, deal stage optimization, sales enablement, forecasting	Shorter cycles, improved win rates, predictable forecasting
Brand & Content Strategy	Brand positioning, messaging frameworks, content calendars, thought leadership, social media strategy	Clear differentiation, consistent voice, engaged audience

4. Client Onboarding Framework

Every Growth engagement follows a structured five-phase onboarding process. Your rethinQ Associate guides you through each phase, ensuring deep understanding of your business before any recommendations are made.

Phase 1: Discovery & Intake (Week 1)

Objective: Understand the client's business model, market position, existing strategies, and pain points.

Key Activities:

- Conduct a 90-minute Executive Discovery Session with key stakeholders (CEO, CMO, VP Sales, or equivalent decision-makers)
- Distribute and collect the rethinQ Growth Intake Questionnaire covering revenue figures, growth targets, marketing spend, tech stack, team structure, and competitive landscape
- Gather access to existing analytics platforms (Google Analytics, CRM data, ad platform dashboards, social media accounts)
- Collect existing marketing materials, sales collateral, brand guidelines, and process documentation
- Map the current organizational structure as it relates to revenue-generating functions

Deliverable: Completed Client Profile & Discovery Summary Report

Phase 2: Current State Assessment (Weeks 2–3)

Objective: Perform a comprehensive audit across all growth-related functions to establish a performance baseline.

Assessment Area	What We Evaluate	Scoring
Digital Presence	Website performance, UX, page speed, mobile responsiveness, brand consistency	1–5 Maturity Score
Search Visibility	Organic rankings, domain authority, backlinks, technical SEO, local search, AI engine visibility	1–5 Maturity Score
Lead Generation	Pipeline volume, lead sources, conversion rates by channel, cost per acquisition, lead quality	1–5 Maturity Score
Sales Operations	CRM hygiene, sales cycle length, win/loss rates, deal stages, forecasting accuracy	1–5 Maturity Score
Revenue Strategy	Pricing models, revenue stream diversity, CLV, retention rates, expansion revenue	1–5 Maturity Score
Brand & Content	Brand awareness, content cadence, engagement rates, thought leadership, messaging clarity	1–5 Maturity Score

Deliverable: rethinQ Growth Maturity Scorecard — a scored, visual assessment across all six areas with identified gaps and opportunities.

Phase 3: Gap Analysis & Service Matching (Week 4)

Objective: Translate assessment findings into a prioritized action plan, mapping gaps to specific rethinQ Growth services and vendor partners.

Key Activities:

- Generate the Growth Gap Matrix: a visual map of current state vs. target state for each assessment area
- Prioritize gaps using an Impact vs. Effort framework (quick wins, strategic projects, long-term investments)
- Match each identified gap to one or more rethinQ Growth services with estimated timelines and resource requirements
- Identify and shortlist vendor partners where specialized execution is required, with your Associate managing all sourcing and negotiation
- Develop a phased Service Recommendation Roadmap with clear milestones, dependencies, and success criteria
- Define initial KPIs and prepare preliminary investment estimates for each recommended service package

Service Matching Decision Logic

If Assessment Reveals...	Primary Service Match	Supporting Services
Low traffic, poor conversion, outdated design, weak mobile experience	Website Design & Optimization	SEO/AEO, Brand & Content
Weak organic rankings, low domain authority, poor AI visibility, no content strategy	SEO / AEO Strategy	Website Optimization, Brand & Content
Inconsistent pipeline, no outbound motion, referral-only, no lead scoring	Lead Generation & Cold Calling	Sales Process, CRM
Flat revenue, single stream, unclear pricing, poor retention	Revenue Generation Strategy	Sales Optimization, Brand
Long cycles, poor CRM adoption, unpredictable forecasting	Sales Process Optimization	Lead Gen, Revenue Strategy
Unclear voice, low content output, poor engagement, no thought leadership	Brand & Content Strategy	Website, SEO/AEO

Deliverable: Growth Strategy Roadmap with prioritized service recommendations, vendor shortlist, investment estimates, and projected outcomes.

Phase 4: Strategy Presentation & Alignment (Week 5)

Objective: Present findings and recommendations to leadership, align on priorities, finalize the engagement scope.

Key Activities:

- Deliver a formal Strategy Presentation to the executive team with visual scorecards, gap analysis, and the recommended roadmap
- Facilitate a collaborative prioritization workshop to align internal stakeholders on sequencing and resource allocation
- Refine engagement scope based on client feedback, budget constraints, and internal capacity
- Define the Statement of Work (SOW) including timelines, milestones, vendor assignments, and governance structure
- Establish communication cadence (weekly stand-ups, monthly reviews, quarterly business reviews)

Deliverable: Signed Statement of Work, finalized project plan, and assigned rethinQ Associate and contractor team.

Phase 5: Engagement Kickoff & Execution (Week 6+)

Objective: Transition from assessment into active execution with clear ownership, vendor oversight, and iteration cycles.

Key Activities:

- Your rethinQ Associate assumes ownership of all vendor relationships and active service engagements
- Launch the first 30-day sprint with clearly defined objectives, tasks, and measurable targets
- Deploy monitoring dashboards and KPI tracking tied to the Growth Maturity Scorecard baseline
- Conduct weekly check-ins with the client's designated project lead to review progress and remove blockers
- Deliver a 30-day Progress Report with results, learnings, and any recommended adjustments

Deliverables: Active service delivery, KPI dashboards, 30/60/90-day progress reports, quarterly business reviews.

5. Onboarding Timeline Summary

Timeline	Phase	Key Output	Client Commitment
Week 1	Discovery & Intake	Client Profile & Discovery Summary	4–6 hours
Weeks 2–3	Current State Assessment	Growth Maturity Scorecard	Platform access + team availability
Week 4	Gap Analysis & Service Matching	Growth Strategy Roadmap	2–3 hours
Week 5	Strategy Presentation & Alignment	Signed SOW & Project Plan	2–4 hours
Week 6+	Engagement Kickoff & Execution	Active Delivery + Dashboards	Ongoing weekly check-ins

6. What Your rethinQ Associate Manages

From brand to pipeline to close — your rethinQ Associate manages every growth vendor relationship. No more siloed agencies working at cross-purposes. One strategy, one advisor, full accountability.

- Website agencies, designers, and conversion specialists
- SEO and AEO consultancies and content production teams
- Lead generation firms, SDR services, and outbound platforms
- Sales enablement vendors, CRM consultants, and forecasting tools
- Brand strategists, content studios, and social media partners
- Marketing technology platforms and analytics providers

7. Maturity Scorecard — Scoring Guide

Each assessment dimension is scored on a 1–5 maturity scale. This scoring guide ensures consistency across assessments and provides clear benchmarks for client communication.

Score	Maturity Level	Description
1	Ad Hoc	No formal growth strategy or documented processes. Activities are reactive and inconsistent. Significant unmanaged risk and missed opportunities.
2	Emerging	Basic activities exist but lack structure, consistency, or measurement. Some awareness of gaps but no clear plan to address them.
3	Defined	Formal processes exist and are documented. Core metrics are tracked. Strategy in place but execution is inconsistent or under-resourced.
4	Managed	Strategy is well-executed and data-driven. Processes are optimized with regular iteration. Performance meets or exceeds industry benchmarks.
5	Optimized	Industry-leading performance. Continuous innovation, advanced automation, and predictive capabilities. The function is a competitive differentiator.

8. Engagement Models

rethinQ Growth services are available in flexible engagement models designed to fit each client's budget, timeline, and internal capacity. Every model includes an embedded rethinQ Associate as the single point of accountability.

Model	Best For	Structure	Duration
Diagnostic Only	Independent assessment before committing to execution — ideal for board reporting, M&A, or organizational health checks	Phases 1–3: Discovery, Assessment, and Gap Analysis with full Scorecard and Roadmap	4–5 weeks
Project-Based	Targeted engagements with defined scope and deliverables	Full onboarding (Phases 1–5) scoped to specific service areas with fixed deliverables	2–6 months
Retainer / Managed Services	Ongoing program management with continuous oversight, periodic reassessments, and strategic support	Full onboarding followed by recurring monthly services with dedicated rethinQ Associate	6–12 months (renewable)

Model	Best For	Structure	Duration
Fractional CMO / CRO	Senior leadership without the full-time commitment	Part-time executive placement (10–20 hrs/week) to own and drive strategy	6+ months

Ready to rethinQ your growth strategy?

Every great engagement begins with a structured conversation. Reach out to start your Discovery phase.

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Stay curious & rethinQ your potential.