



Optimum Profitable Growth Practice

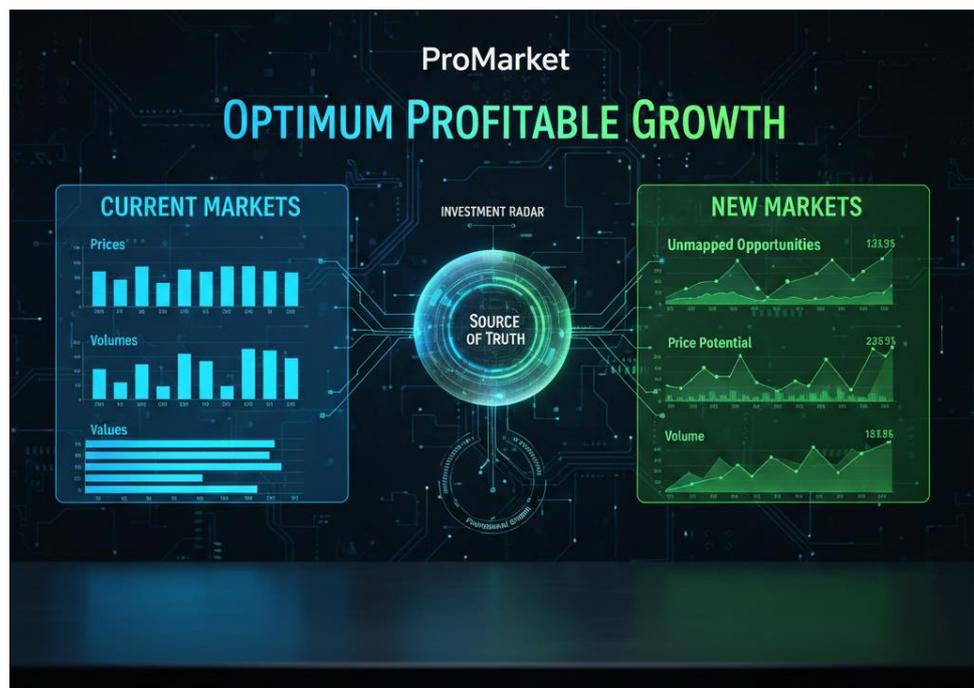
Master Your Market Reality. Design Profitable Growth.

Stop Guessing. Start Mastering Your Future Market.

Everything begins with the market. Every Euro of revenue and every percentage of margin is a result of how well you navigate your market landscape.

ProMarket is your system for decision-relevant market intelligence – the 'single source of truth' to secure your market leadership.

by Prof. Dr. Uwe Hilzenbecher, Strategy B2B



The Challenge

The Growth Gap: Why Traditional Strategy Fails

Most executive boards operate on "Filtered Reality".

Traditional strategic planning often suffers from:

- The Subjectivity Trap: Strategy based on the "loudest voice" or optimistic sales forecasts rather than hard market logic.
- The CRM Blind Spot: Your internal data only shows where you are *already* successful. It leaves 80% of the untapped market invisible.
- The Lag Effect: Using last year's results to predict next year's growth in a volatile economy is a high-risk gamble.

The ProMarket Solution: A Digital Twin of Your Market

ProMarket closes the gap between strategy and execution.

We do not just provide "data"; we build a Reality-Calibrated Market Model.

This system integrates your internal performance with many external market signals to create a high-resolution map of your entire competitive landscape.

The ProMarket Shift:

- From Guessing to Quantifying: Every strategic move is backed by a Monte Carlo-validated logic.
- From Reactive to Proactive: Identify market shifts 12–18 months before they hit your P&L.
- From Complexity to Clarity: We turn millions of data points into a single, definitive steering instrument.

The Outcome

Actionable Commercial Command

ProMarket provides the answers to the most expensive questions in your business.

By establishing a Definitive Source of Truth, you gain mastery over three core areas:

1. Sales Force Steering (The CSO's Edge)

Stop wasting your most expensive resources on low-probability targets.

- Identify the "Sweet Spot": Pinpoint precisely which regions and segments hold the highest margin potential.
- Optimize Quotas: Set targets based on actual market capacity, not just "last year + 5%."
- Customer Acquisition: Identify "Look-Alike" prospects that match your most profitable clients.

2. Capital Allocation (The CEO's Mandate)

Every Euro of investment must be de-risked.

- Investment Security: Validate new market entries with simulated outcomes.
- Margin Protection: Detect where price pressure is mounting before volume drops.
- M&A Support: Rapidly assess the true market share and synergy potential of acquisition targets.

3. Strategy Stress-Testing (The Board's Assurance)

- Scenario Modeling: Instantly simulate how your order intake reacts to energy price shifts or new competitor entries.
- Strategic Precision: Move from "broad goals" to "surgical strikes."

ProMarket: The Path to Optimum Profitable Growth

**ProMarket
Essential**



The Foundation
Focus: Unified Market View
Core Logic: Deterministic Mapping
Strategic Output: Data-Backed
Backed Awareness

GROWTH

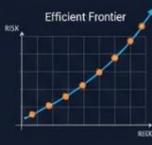
**ProMarket
Professional**



The Simulator
Focus: Profitability Drivers
Core Logic: Probabilistic Modeling
Strategic Output: Precision Targeting

PROFITABLE
GROWTH

**ProMarket
Excellence**



The Optimizer
Focus: Market Portfolio Optimization
Strategic Output: Strategic Optimization
Capital Allocation Roadmap

OPTIMUM
PROFITABLE
GROWTH

Feature	Essential	Professional	Executive
Logic Type	Deterministic	Baseline Market Sizing	Prescriptive
Data Scope	Granular Profitability Mapping Precision Distributions	Monte Carlo Simulations	Risk-to-Reward Optimization Efficient Frontier Optimization
Modeling Tool			

Configuration & Method

We configure the ProMarket digital service to meet your organization at its current stage of data maturity, tailored to your specific strategic depth:

Configuration	Essential	Professional	Excellence
Ideal For...	Organizations lacking a unified quantitative market view or relying on fragmented data.	Organizations seeking deep-dive insights into profitability drivers and market scenarios.	Data-mature organizations seeking to optimize their market portfolio for maximum returns.
Focus	Establishing a Single Point of Truth (SPoT) for market volume and structure.	Identifying profit drivers and simulating „What-If“ market dynamics.	Portfolio Optimization for maximum profitable growth and risk-adjusted returns.
Model Scope	Baseline market sizing, segmentation, and structural transparency.	Granular profitability mapping and multi-variable scenario modeling.	Advanced risk-to-reward optimization and strategic segment prioritization.
Decision Support	Moves leadership from „gut feeling“ to data-backed market awareness.	Enables precision targeting of high-margin opportunities and market shifts.	Provides an evidence-based roadmap for capital and resource allocation.
The Result	Growth	Profitable Growth	Optimum Profitable Growth

The "Sudoku Optimization" Methodology: Logical Consistency

The power of ProMarket lies in our proprietary **Market-Logic-Consistency (MLC)** approach. Unlike traditional consulting, which relies on subjective estimates, we build a mathematical grid where every data point must logically validate the others. This ensures your "Source of Truth" is mathematically sound and reality-calibrated.

Stop Analyzing the Past. Start Mastering Your Future.

To initiate the transition from intuition to evidence, we offer a **ProMarket Reality Audit**—a high-velocity entry point to identify exactly which segments will most accelerate your profitable growth.

Ready to gain clarity? Take the next step:

- **Book your Audit:** Schedule a 30-minute scoping call to define your Market Reality Audit.
- **Request a Demo:** See the ProMarket Digital Model in action with a live use-case.
- **Contact us directly:** Email: uh@strategyb2b.com, Phone: +49 160 7713999

Prof. Dr. Uwe Hilzenbecher *Principal Corporate Strategy Architect & Managing Director, Strategy B2B*

Leveraging deep expertise from 250+ strategy projects across 40 industries and 25 countries to engineer high-performance Market Intelligence and Optimum Profitable Growth.

www.strategyb2b.com