

The 4+2 Growth Matrix

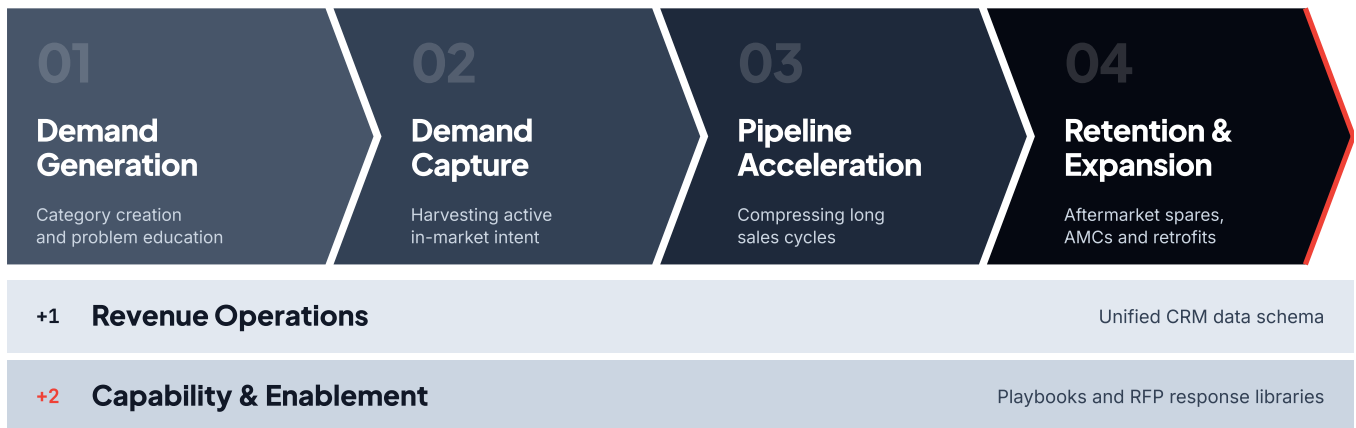
1 • THE FRAMEWORK

The general framework

The 4+2 Growth Matrix was created by Prinkit Patel for high-ticket, sales-led enterprise B2B organisations outside SaaS.

It organises every growth initiative into four sequential pipeline phases (Demand Generation, Demand Capture, Pipeline Acceleration, and Retention & Expansion), anchored by two cross-cutting enablement foundations: Revenue Operations (RevOps) and Capability & Enablement.

FOUR SEQUENTIAL PIPELINE PHASES



2 • OUR ADAPTATION

Adapted for Indian manufacturers

We adapted the 4+2 Growth Matrix as a commercial operating system for capital equipment manufacturers with long, multi-month sales cycles. Each pillar's primary commercial intent in our manufacturing adaptation:

PHASE 1

Demand Generation

Category creation, engineering problem education, brand salience, and unprompted recall among target industrial accounts and project engineering consultants before an active buying cycle or public RFP begins.

PHASE 2

Demand Capture

Intercepting existing, active in-market capex intent, parameter-gating enquiries to eliminate directory scrap brokers, and converting qualified engineering buyers into proprietary pipeline opportunities.

PHASE 3

Pipeline Acceleration

Compressing long, multi-month sales cycles, multi-threading the enterprise buying committee (Plant Head, CFO, CPO, Safety Director), eliminating proposal stalls, and defending engineering margins against L1 price compression.

PHASE 4

Retention & Expansion

Compounding Customer Lifetime Value (LTV), protecting high-margin aftermarket spares and service contracts, and systematically expanding into new plant units across the client's corporate group.

FOUNDATION +1

Revenue Operations

Delivering the unified quotation tracking, lead data synchronisation, sales routing SLAs, and multi-touch pipeline attribution that allow all commercial phases to operate without data leaks or software bloat.

FOUNDATION +2

Capability & Enablement

Upskilling technical commercial talent, codifying sales methodologies, aligning marketing and sales cultures, and replacing generic marketing brochures with verifiable shop-floor proof (FAT/PWHT/Hydrostatic tests).