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**ALTARIS** MFG

MARKET-FOCUSED GROWTH

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## Your Market-Focused Growth Engine

Strategy, execution, and technology in one unified platform.

ALTARIS MFG is a Market-Focused Growth Platform that combines CRM, campaign management, and lead intelligence with done-for-you growth services.

**5-25**

Qualified Meetings  
/ Month

**3x**

Pipeline  
Growth

**40%**

Higher  
Conversion

**60%**

Less Time  
to Revenue

## THE REALITY

# Tools Alone Do Not Generate Pipeline

Most B2B companies invest in software, hire agencies, or build internal teams. Yet pipeline remains unpredictable.

### Software Without Strategy

CRMs, marketing tools, and dashboards pile up. Without execution, they become expensive address books. Features do not close deals.

### Agencies Without Accountability

Agencies run campaigns, send reports, and optimize metrics that do not tie back to revenue. No ownership. No alignment.

### Teams Without Capacity

Marketing struggles to generate meetings. Sales chases unqualified leads. Growth stalls when execution cannot keep up.

*The gap is not in tools or talent. It is in a system that connects strategy, execution, and measurement into one growth engine.*

## THE SOLUTION

# One Platform. Complete Growth Execution.

ALTARIS MFG brings together the technology, strategy, and execution you need to build a predictable growth engine. Whether you run growth in-house or let our team execute on your behalf, everything operates inside one unified system.



### Use the Platform

CRM, campaigns, and lead intelligence in one system. Full funnel visibility and control for your team.



### Let Us Run Growth

Our growth team researches your market, generates leads, runs campaigns, and books qualified meetings for you.

All activity is tracked, measured, and optimized inside ALTARIS MFG. No black boxes. No disconnected tools.

## Two Ways to Grow with ALTARIS MFG

Whether you want full control or full execution, ALTARIS MFG adapts to how your business operates.

### PLATFORM MODE

#### Run Growth Yourself

For teams that want a unified system to manage their own growth operations with full visibility and control.

- ✓ Integrated CRM with pipeline management
- ✓ Campaign creation and automation
- ✓ Lead intelligence and scoring
- ✓ Full funnel analytics and reporting
- ✓ Contact and account management
- ✓ Team collaboration tools

### MOST POPULAR

#### MANAGED GROWTH

#### We Run Growth for You

For companies that want results without building an internal growth team.

- ✓ Market and ICP research
- ✓ Lead generation and qualification
- ✓ Campaign execution and optimization
- ✓ Book 5 / 10 / 25 qualified meetings/mo
- ✓ Ongoing funnel optimization
- ✓ Sales and marketing consulting

### OUTCOMES THAT MATTER

## Results, Not Promises



#### Predictable Meeting Flow

Build a repeatable system that delivers qualified conversations consistently.



#### Higher-Quality Leads

Your sales team talks to the right people, not just more people.



#### Measurable Funnel

See every stage of your growth funnel in real time.



#### Sales & Marketing Alignment

Marketing and sales finally work from the same playbook.



#### No Black-Box Agencies

You see the data, the campaigns, the leads, and the results.



#### Scalable Growth Ops

Scale your growth operations as your business evolves.

## THE PROCESS

# From Strategy to Qualified Meetings

A proven four-step process that turns market intelligence into a predictable pipeline.

01

### Market & ICP Definition

We analyze your market, define your ideal customer profile, and identify key decision-makers.

02

### Campaign & Lead Execution

Targeted campaigns go live. Leads are generated, enriched, and scored on fit and intent.

03

### Meeting Booking

Qualified leads convert into booked meetings with decision-makers, tracked in ALTARIS MFG.

04

### Optimization & Scale

Data feeds back into the system. We continuously optimize targeting and conversion.

## BUILT FOR

# Who ALTARIS MFG Is Designed For

### Founders & CEOs

You need a growth engine, not another dashboard. Pipeline visibility and execution capacity without hiring a full team.

### Sales Teams

Stop chasing cold leads. Qualified meetings with decision-makers who are ready to talk.

### Marketing Teams

Align campaigns with pipeline outcomes. See which activities drive meetings and revenue.

### Growth Teams

Run and scale growth operations from one platform. No more stitching five tools together.

## Ready to Build Your Growth Engine?

No long-term contracts. No setup fees. Start with a strategy call.

✓ Free strategy consultation

✓ Custom growth plan

✓ No long-term commitment

[Start with a Strategy Call](#)

[Request a Demo](#)