GrowAxis

GROWTH PLAYBOOK · SOFTWARE AND IT SERVICES

New clients for software and IT services companies. *At home and abroad.*

GrowAxis runs business development for software houses, development agencies and IT services companies: research on the markets and accounts that buy, outbound on LinkedIn and email, content that proves your delivery, and account management that grows existing clients. The team works from Cairo, close to Gulf and European working hours.

GROWBD
Outbound to the markets that buy

GROWDIGITAL
Proof that sells

GROWCX
Account growth

GROWAI
A sales team that scales

A sample deployment of the four GrowAxis engines, not a client case study.

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Software and IT services growth playbook

Built for software and IT companies that...

01

...win work through referrals and cannot plan the next quarter

02

...want clients in the Gulf, Europe or North America

03

...have strong delivery and no one selling it

The four engines in this sector

Business development leads here: named accounts, outreach and partnerships. The other engines give it proof, account growth and a forecast.

GrowBD	**Outbound to the markets that buy**	Qualified meetings a month · Pipeline value · Close rate
GrowDigital	**Proof that sells**	Qualified inbound leads · Mentions in AI answers · Cost per lead
GrowCX	**Account growth**	Retention rate · Expansion revenue · CSAT
GrowAI	**A sales team that scales**	Forecast accuracy · Hours saved a week · Automation coverage

How to use this playbook

1. Mark the leaks above that you recognise.
2. Read what each engine runs (page 3) and what goes live in the first 30 days (page 4).
3. Answer the self-check (page 6). The free assessment then sets which engine goes first.

Four engines, one pipeline. *From first meeting to the next project.*

GROWBD

Outbound to the markets that buy

- Market and account research in the Gulf, Europe and North America, by industry and technology.
- LinkedIn and email outreach in English and Arabic, with meetings booked into your calendar.
- Tenders, partnerships with product vendors and referral partners tracked in one pipeline.

MEASURED BY

Qualified meetings a month · Pipeline value · Close rate

GROWDIGITAL

Proof that sells

- Case studies and service pages written for the searches buyers make, by service, technology and city.
- LinkedIn content from your founders and engineers, planned around the deals you want.
- Directory profiles and reviews on Clutch and similar sites, where buyers build shortlists.

MEASURED BY

Qualified inbound leads · Mentions in AI answers · Cost per lead

GROWCX

Account growth

- Regular reviews with each client, so problems surface before renewal.
- Satisfaction tracked per account, and expansion conversations when a project goes well.
- Support desks for the products you run for clients, in up to seven languages.

MEASURED BY

Retention rate · Expansion revenue · CSAT

GROWAI

A sales team that scales

- Lead scoring before outreach, so sellers spend their time on the accounts most likely to buy.
- CRM automation, and an AI research brief before every meeting.
- Pipeline forecasts by market and service line.

MEASURED BY

Forecast accuracy · Hours saved a week · Automation coverage

What goes live in the first 30 days

01	**An ICP for each market**	The industries, company sizes and roles that buy your services, market by market.
02	**Target account lists**	Named companies and decision makers in each market, checked by a person.
03	**Outreach sequences**	LinkedIn and email sequences in English or Arabic, written with your team and run every week.
04	**Service and case-study pages**	One page per service with the proof a buyer looks for, written for search and AI answers.
05	**A pipeline in your CRM**	Stages from first meeting to proposal and contract, with deals by market and service line.
06	**A weekly pipeline view**	Meetings, proposals, pipeline value and close rate by market.

04 · The 90-day plan

Weeks 1–2

Preparation

The growth assessment, access to your accounts and CRM, today's numbers as the baseline, and the KPIs we will be measured on.

Weeks 3–4

Planning & onboarding

The first engine set up with your team: process, tools, tracking and people. Live by day 30.

Weeks 5–8

Execution & optimisation

The engine runs, with weekly check-ins. Spend and effort move to what converts.

Weeks 9–12

Review & scale

A monthly review against the KPIs. Then widen the scope, add the next engine, or hand more to your team.

05 · How it runs

The engines go live within 30 days, GrowBD first. Your sellers can run the pipeline and playbooks we install, or our BD team runs outreach and books meetings while you close. There is a weekly check-in and a monthly review against the KPIs agreed at the start.

MEASURED BY

Qualified meetings a month | Pipeline value | Close rate | Sales cycle length | Expansion revenue

How buyers shortlist a software partner now. *In search and in AI answers.*

Companies looking for a development or IT partner search by service and city, shortlist on directories such as Clutch, and ask AI assistants for names. When we checked Google's AI Mode in October 2026, its answers on agencies in Egypt and the Gulf leaned on those directories and on companies' own pages, so both need to say what you build, for whom and where.

SEARCHES TO WIN

- **software development company in [city]**
- **mobile app development company [country]**
- **[technology] developers for hire**
- **شركة برمجة في [المدينة]**

QUESTIONS BUYERS ASK AI ASSISTANTS

- **Which software companies in Egypt work with Saudi clients?**
- **Who are the best app developers in Dubai?**
- **Which IT companies offer support in Arabic?**

What we do first for search and AI answers

1. Map each search and AI question above to the page that should answer it, in each language your buyers use.
2. Write those pages to answer plainly: who it is for, what it costs, where you work and the proof.
3. Add structured data and an llms.txt file, and keep your company facts the same everywhere.
4. Get listed and reviewed on the directories and sites that AI answers quote.
5. Report each month on rankings, mentions in AI answers and the leads they bring.

More: www.growaxis.net/services/seo and www.growaxis.net/services/geo

07 · SELF-CHECK

Eight questions to answer this week.

Each “no” is a place to start.

- [ ] Can you say where next quarter’s new clients will come from?
- [ ] Do you have a written ICP for each market you sell to?
- [ ] Is someone other than the founders running outreach every week?
- [ ] Does each service have a page with a case study a buyer can read?
- [ ] Are you listed and reviewed on the directories buyers use to shortlist?
- [ ] Can AI assistants describe what you build and for whom?
- [ ] Do you hold regular reviews with every active client?
- [ ] Do you know your close rate and sales cycle by market?

08 · THE NEXT STEP

Find out where your next clients are.

30 minutes. We look at your markets, your proof and your pipeline, then show which engine to install first. No pitch.

Book the free 30-minute growth assessment: www.growaxis.net/industries/software-it-services

`contact@growaxis.net · +32 492 41 3612 · +20 106 168 3566`

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ABOUT GROWAXIS

GrowAxis is a Commercial Growth Partner for tech startups and SMEs. It installs four engines, for business development (GrowBD), digital marketing (GrowDigital), customer experience (GrowCX) and AI (GrowAI), with the client’s own team, live within 30 days. The team works from Cairo, in English and Arabic.