GROWTH

You cut costs, changed people, tried everything. And the result stays in the same place.

When a company stops growing, the instinct is to work harder.
But the problem is rarely a lack of effort.
We find where it really is.

Does this sound familiar?

And no, it is not just you. Almost every owner whose company grew has been through at least one of these.

01 Revenue hit a ceiling and will not move, no matter what you do.

02 You sell more, but profit does not follow.

03 Every new client seems to cost too much to win.

04 You feel like you are pushing the company uphill, alone.

The Cost of Waiting

While the bottleneck goes unresolved, the bill keeps running, and it is silent.

01 Every month stalled is margin that does not come back and room the competitor takes in your place.

02 The team gets used to the ceiling and stops looking for what could unlock growth.

03 When cash gets tight, the decision stops being strategic and becomes survival.

When growth stalls, the cause is rarely where you are looking. We open your company's numbers and find the real bottleneck, not the symptom.

Why It Happens

A company does not stop growing for **a single reason**, and that is where the trap lies. It can be:

a mispriced offer	**a cost no one sees**
a product that no longer speaks to the market	**money draining through a hole no one mapped**

Working harder solves none of those. Understanding which one is yours does.

What We Do

We open up the company and look at the numbers **without mercy**:

where money comes in	**where it leaks**
which product sustains	**which only creates work**

Then we show you, clearly, **what is holding back growth** and what to move first.

> It is our FSE method in action: we read the three pillars of the business and the catalysts that multiply, or erode, the result.



Two Growth Levers

At its core, growing is about getting the match right between what the company sells and to whom. That crossing between product and market is where we work, and it is where the paths come from, sometimes the least obvious ones.

Sales growth

Selling more is rarely about pushing volume. We structure the sales model: how the team is organized, how commissions reward what matters, how much channel breadth makes sense, and what sustains the motivation of those who sell.

New markets

When the current market shows signs of a ceiling, growth is usually beyond it. We work on the internationalization of those looking to sell outside Brazil, on the entry of foreign companies that want to operate here, and on sourcing external suppliers at more competitive prices.

A direct question

When you feel the company is not growing as it should, it helps to compare with a benchmark. Brazil grew **between 3% and 5% a year** over the last four years (net of inflation).

Is your company above or below that? Could it grow more? That is exactly what we want to talk about.

We have opened the numbers of companies across the most varied sectors, from technology and communication to industry and financial services. The bottleneck changes its name, the way to find it stays the same.

Talk about growth

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