2027 CEO GROWTH FIELD GUIDE

BELGIAN SMES DON'T PRINT MONEY.

THEY CREATE VALUE.

5 practical priorities to protect margins, strengthen pipeline and grow more cost-effectively in 2027.

01	02	03	04	05
MARGINS	PIPELINE	ALIGNMENT	EFFICIENCY	PEOPLE

STOP SPENDING BLINDLY. START GROWING DELIBERATELY.

THE FIVE DECISIONS TO MAKE

FIVE PRIORITIES FOR PROFITABLE GROWTH

01 PROTECT YOUR MARGINS

Know margin by customer, product and market. Review pricing, serving costs and tax exposure with qualified advisers.

02 GROW PIPELINE, NOT OVERHEAD

Measure qualified opportunities, conversion rates and cost per acquired deal before adding spend.

03 ALIGN SALES + MARKETING

Agree on priority accounts, ownership, customer value and shared pipeline outcomes.

04 SIMPLIFY AI + TECHNOLOGY

Improve CRM hygiene and processes first. Automate what works; remove redundant tools.

05 BUILD CAPABILITY, NOT HEADCOUNT

Define the leadership and specialist skills you need. Build a system your team can run.

THE NOVEMBER CEO ACTION PLAN

FROM BUDGET DEBATE TO GROWTH DECISIONS

A focused 60-minute management discussion

10 MIN

PROFIT

Where are we earning the best customer and product margins?

10 MIN

PIPELINE

What is our largest sales or marketing conversion bottleneck?

10 MIN

SPEND

Which tools, campaigns or activities can we stop?

10 MIN

EXECUTION

What commercial process can we simplify or automate?

20 MIN

OWNERSHIP

What three decisions, owners and deadlines will move us forward?

THE GOAL:

One bottleneck. Three priorities. Named owners. Measurable outcomes.