Four Steps Unlock Growth Potential

We Build The Sales Foundation Tech CEOs Need To Grow Faster

We Build High–Performance Sales Operations

- Uncommon Ideas
- Battle-Tested Techniques
- Sales strategy tuned for rapid growth
- The playbooks to reach your goals

20+
Years Building
Sales Foundations
For Tech Companies

40+
Successful
Sales Operations
Built & Deployed

20+
Years
Frontline Selling In
The Tech Sector

What We've Learned

- They need documented strategies, best practices and playbooks tuned for their business model

- They don't have the experience or expertise to build a scalable sales function

- They depend on a sales leader to be solely responsible for building a successful sales operation

- They start by assuming that they just need more leads

Most tech companies lack the essential sales foundation needed to scale sales

The Data Is Clear; Build It To Win

Tech companies that craft and document strong sales strategies, along with the foundation to back them, tend to speed up their growth. And the quicker they get on it, the better the results.

Built A Sales
Foundation

Built a sales foundation early

Waited to build A sales foundation

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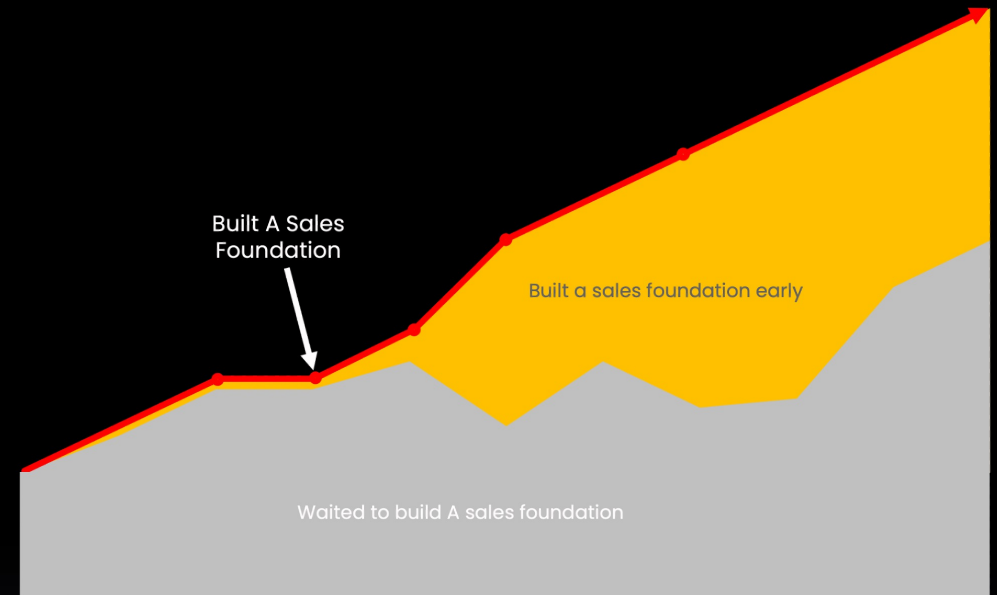
4 Steps
Unlock growth potential

01
STEP
Sales Strategy

02
STEP
Selling Playbook

03
STEP
Talent Playbook

04
STEP
Leads Playbook

01

Sales Strategy

Sales Blueprint
Comprehensive rational, philosophy, approach and tactics

Sales Targeting
Sales goals proforma - company sales goals & path to achievement

Resource Budgeting
Financial roadmap - path to build & scale a sales operation you can afford

Competitive Positioning
Clearly describe your company and products competitive advantage

Sales Messaging
Your story but better – Tuned value proposition, differentiators and more

Market Target Plan
Who ya gonna call? – sizing and segmenting your potential customers

Buyer's Journey
Comprehensive step-by-step buyer's experience matched to seller's response

Customer Persona
Detailed picture of who your prospects are and what makes them tick

Sales Pipeline
Complete workflow – How to view and manage opportunities and revenue

Roles & Responsibilities
Everything your team will need to execute and scale

02

Selling Playbook

Selling Process Overview
Your new sales strategy in action - methodology & step-by-step tactics

Sales Messaging & Pitch
Complete pitch overview – sales pitch guide and custom scripts

Prospecting & Nurturing
Custom sales cadences with step-by-step touch points & calls to action

Sales Forecasting
Complete process – CRM opportunity management and scoring

Sales Tools & Assets
Case studies, emails, calling scripts and more

Sales Goals & Quotas
Annual & quarterly sales goals and quota attainment guide

Demo & Presentation
Step-by-step guidance and documentation for success

Proposal & Negotiation
Templated proposals & a dela desk to aid in negotiations success

Pricing & Packaging
Product/offering catalog with pricing & packaging options

Objection Handling & Closing
Step-by-step guidance and documentation for success

STEP

03

Talent Playbook

Staffing & Support Budget
Proformas and guidance needed to scale your sales operation

Organizational Chart
Detailed roles and responsibilities Internal and employee facing

Job Descriptions & Postings
Everything you need to attract the best candidates through LinkedIn postings

Training & Onboarding Plan
Basic sales process and operations training and acclimation

Territories Plan
Detailed sales target guidance and plan documentation

KPIs & Activity Targets
Activity expectations and goal tracking per salesperson

Compensation Plan
- Variable compensation
- Incentive / commission
- Sales goals & quotas
- Non-compete

STEP

04

Leads Playbook

Lead Gen Process Overview
Comprehensive rational, philosophy, approach and tactics

Outbound Strategy & Process
Detailed SDR methodology - cold calling cadence process

Inbound Strategy & Process
Detailed plan to get found – SEO, display, content and more

Content Strategy & Process
What to say and when to say it – Blog posts, case studies, white papers

Prospecting Tools & Assets
Case studies, emails, calling scripts and more

Goals & Quotas
SDR activity goals and quota attainment guide

Tech Stack Recommendations
Prospecting automation and message syndication software recommendations

CRM Process Outline
Prospecting and campaign CRM integration outline and gudience

KPIs & Benchmarks
Process to manage and evaluate prospecting process

Roles & Responsibilities
Everything your team will need to execute and scale

4 Steps
Unlock growth potential

Confidence
A plan your team can get behind with a shared language for success

Direct Connection
Strategy and revenue generating activities in sync

A Foundation
Sales success: a goal, a strategy, a process and a team

Clear Picture
Understanding of everything needed to reach your sales goals

Built For Growth
A scalable and repeatable process that yields more predictable results

A Clear View
Insights into progress with forecasting tools and KPI tracking

Top Talent
A strong foundation to hire, train, ramp, and retain a better sales team

Expert Guidance
Senior-level, impartial, and based on best practices & proven results

A Better Story
A sales message that attracts prospects & resonates with customers

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COLLABORATE

We meet with you and your team to learn about your growth goals and get a full picture of your go-to-market strategy. We concentrate on sales strategy and learn about what you want to accomplish and when.

RESOLVE GAPS

We provide an initial gap analysis based on our discussion, your insights and our expertise. This analysis will guide our work and serves as a confirmation of the areas that need enhancement.

TUNE FOR GROWTH

Our team uses your unique business goals and go-to-market strategy as a guidepost as they evaluate and build your custom growth plan and playbooks. We draw on our expertise to enhance your sales strategy so that it is turbo charged for rapid growth. We document, validate and confirm the enhancements at every step in the process.

PRESENTATION + TRAIN

Once we have agreement on your new growth strategy, we can present the strategy to your team to answer questions and get executive team buy in. We will provide a written strategy document with details in each of the focus areas.

YOUR TEAMS RUN THE PLAYBOOKS

Enhance

Build & Document

Evaluate

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MONTH 1-2   MONTH 2-3   MONTH 4-6

STEP 01
Sales Strategy

STEP 02
Selling Playbook

STEP 03
Talent Playbook

STEP 04
Leads Playbook

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Thanks!