CRO Advisory Services for Growing SaaS Companies

CRO advisory services focused on improving sales velocity* by strengthening deal execution and executive engagement.

Is Your Revenue Engine Ready for Predictable Growth?

Common Sense Strategy, LLC.

*(Sales velocity is a combination of win rates, deal size, and forecast accuracy.)

Common Sense Strategy

Strategic Revenue Advisor to CROs at Growing SaaS Companies

I advise CROs on how to identify revenue leakage, close execution gaps, and improve revenue predictability. Many engagements are fixed-fee and designed to quickly surface hidden revenue risk, prioritize corrective action, and strengthen revenue execution without unnecessary disruption.

Take a step back and ponder...

- If your board challenged the reliability of your forecast, how much of it could be defended with evidence rather than opinion?
- Which revenue risks are entering your process quietly and showing up only after leverage is gone?
- Where are good-looking deals breaking down before close?
- Are your sellers and frontline managers consistently and confidently executing at the level your growth goals require?

Revenue leakage rarely starts in just one place. It shows up in forecast calls built on hope instead of evidence, late-stage deals that lack executive depth, uneven manager coaching, weak value articulation, and sales teams that have either been unable or intimidated to execute consistently at the executive level of enterprise opportunities.

It starts with a conversation.

The best starting point depends on the CRO's immediate need: so, we start with a targeted diagnostic conversation. The outcome of that conversation directs future collaboration. Sometimes the need is a general health check or maybe it is a full-scale audit. Sometimes it is targeted work to close known execution gaps. Regardless, the goal is the same: improve sales velocity with stronger forecast credibility, better deal execution, and a more predictable revenue engine.

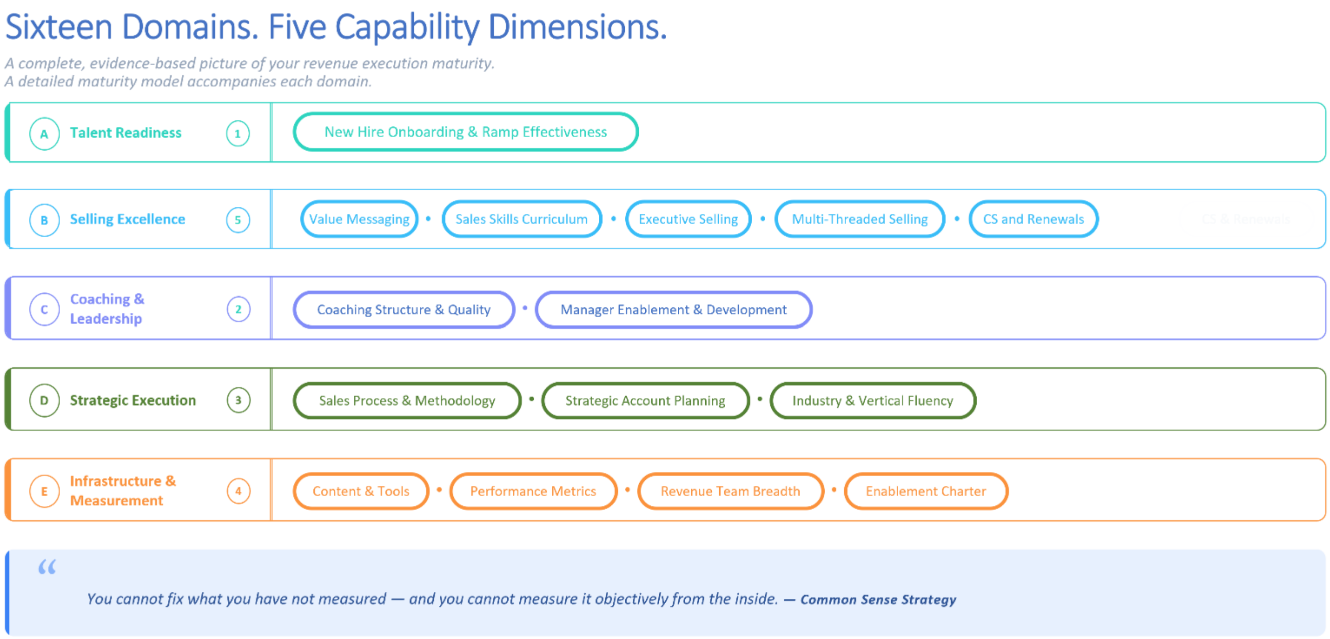
Let Common Sense Strategy help you close the Revenue Execution Gap.

In this document:

- An overview of the **Revenue Execution Audit™** and why it is important now. (pages 4-7)
- Comparing training and coaching: Why you need both! (page 8)
- My coaching certification, my coaching approach and philosophy (page 9)
- The growing library of sales skills training sessions (pages 10-12)

Many of our engagements are fixed-fee engagements designed to set your Revenue Execution apparatus on a productive, effective and scalable footing. Our goal with these engagements is to help you set the baseline for scalable, enterprise Enablement success for now and the future.

The Revenue Execution Audit™ at a glance



The Revenue Execution Audit™ is a 13-week, fixed-fee engagement that assesses revenue execution across five capability dimensions and sixteen domains. This framework is designed to show not just where problems exist, but how they connect across seller readiness, frontline leadership, strategic execution, and operating infrastructure. The result is an integrated view of execution maturity, not a disconnected list of symptoms.

Read further to understand the full breadth of the Revenue Execution Audit™.

The Revenue Execution Blind Spot

Why every CRO needs a Revenue Execution Audit™ – and why it matters.

Most revenue problems do not begin with pipeline generation. They begin much later: inside live opportunities, forecast calls, manager inspections, and executive conversations that look healthy on the surface but break down under pressure. That is the Revenue Execution Blind Spot.

For many growing SaaS companies, the issue is not whether opportunities exist. It is whether those opportunities are being qualified rigorously, advanced consistently, supported by executive engagement, and represented in the forecast with enough evidence to be trusted. When those conditions are missing, pipeline can appear healthy while revenue outcomes remain volatile. This is where sales velocity slows, late-stage deals slip, and forecast confidence erodes.

The Revenue Execution Audit™ is designed to surface those hidden execution risks quickly and objectively. It is a fixed-fee, evidence-based engagement that examines how your revenue engine operates across live deals, frontline management, forecast process, and execution infrastructure.

The goal is not more theory. The goal is measurable tactical execution that improves sales velocity.

Why This Matters Now

For a CRO, weak execution is costly not only because deals are lost, but because confidence in the number starts to break down. Once leadership cannot clearly distinguish real opportunities from optimistic ones, planning gets harder, investment decisions get slower, and board confidence weakens. McKinsey notes that executives rely on forecasts to counter gut feel and bias, yet many still find forecasts notoriously inaccurate. Gartner similarly highlights pipeline management and sales forecasting as areas sales operations leaders struggle to make effective.

This matters most in growing SaaS organizations where growth expectations remain high, but execution consistency has not yet scaled with complexity. As deals become more cross-functional, more executive, and more dependent on internal coordination, small breakdowns in qualification, value articulation, stakeholder coverage, or manager coaching can materially affect forecast accuracy and close rates. Salesforce emphasizes that predictability requires alignment across people, process, and technology, with clear deal stages, complete opportunity data, and recurring review cadences.

The issue, then, is not simply whether the business has enough pipeline. It is whether leadership can trust how opportunities are being run, inspected, and forecasted. That is why the Revenue Execution Audit™ is positioned as a strategic operating assessment for the CRO—with implications that are immediately relevant to the CEO, CFO, and Board.

The cost of an unexamined Revenue Execution gap is not abstract. Consider what is at stake in a typical growing SaaS company with 10–50 sellers:

- A 5-point improvement in win rate on a $5M ARR target generates $250,000 in incremental revenue
- Reducing average rep ramp time by one month, multiplied across a 10-person new hire cohort, recovers months of productive selling time per year
- Retaining one additional top-performing rep saves an estimated 1.5 – 2x their annual salary in replacement and ramp costs

What You Walk Away With

At the conclusion of the Revenue Execution Audit™, the CRO receives a concise executive briefing and a written findings report designed to support both operating decisions and board-level communication. The deliverable is not a generic assessment. It is a prioritized, evidence-based view of where revenue execution is creating drag on sales velocity and what leadership should address first.

The findings report includes:

- A clear view of the most material execution gaps affecting deal quality, forecast confidence, executive engagement, and manager effectiveness.
- Maturity findings across the sixteen domains, organized into five capability dimensions for executive readability.
- A prioritized action roadmap that distinguishes immediate corrective action from longer-term capability building.
- A practical basis for improving how deals are qualified, inspected, advanced, and represented in the forecast.
- Stronger alignment between revenue leadership judgment and the evidence required to support investment, planning, and board discussion.

The outcome is greater clarity, stronger execution discipline, and higher confidence in the revenue number. For the CRO, that means better decisions. For the board, it means greater confidence that growth plans are supported by operating reality, not pipeline optimism.

Frequently, the outcome of the Revenue Execution Audit™ Engagement is an awareness that specific training and/or coaching gaps exist and opportunities where supplemental training or 1-on-1 coaching will improve sales rep performance. To address those observations, we offer both sales skills training and coaching to zero in and fill in specific gaps.

Comparing training and coaching. Why you need both!	
Training	**Coaching**
Builds **enterprise selling fundamentals** across the team	Builds **individual executive selling confidence**
One-to-many learning	One-on-one development
Structured curriculum aligned to enterprise selling success	Tailored to each seller's strengths, gaps, and deal realities
Equips team with common and proven frameworks, processes, and language	Deepens seller judgment, executive presence, and decision quality.
Consistent learning across the revenue team	Personalized accountability and measurable improvement
Recorded for enablement reuse and onboarding	Recorded for individual reinforcement and growth tracking
Outcome: scalable enablement foundation	**Outcome:** real performance lift in confidence and effectiveness
Impact: stronger baseline capability	**Impact:** larger deals, faster cycles, fewer lost executive-level opportunities

I am a certified Master Sales Coach,
as certified by The Sales Enablement Collective

My coaching approach and philosophy

My coaching mission:

My mission as a coach is to energize the organization's sales reps (and other revenue team members) so they can exceed their yearly targets.

My coaching values:

My coaching program values are transparency, encouragement, accountability, success, and collaboration.

My coaching approach:

My coaching is delivered through one-on-one sessions, typically via Zoom or a comparable platform. I provide candid, objective guidance in a supportive, nonjudgmental environment. I recognize that enterprise selling is complex, and I create a confidential space where sales professionals can work through specific challenges—such as engaging executive stakeholders, articulating value over features, and leveraging relationships to access senior decision-makers.

The coaching structure:

Unlike the training sessions (see library below), which are delivered in a one-to-many presentation format, my sales coaching is tailored to each representative and their specific needs. While sessions vary, they consistently focus on core sales competencies and practical application.

Effective coaching typically spans multiple sessions, allowing time to build trust, track progress, and reinforce improvement through activities such as call reviews, deal analysis, and opportunity discussions.

Should any Common Sense Strategy engagement indicate a need for full or supplemental training, we offer a rich catalog of training sessions.

Training sessions are offered via Zoom.
Our typical training session schedule offers selected courses twice on the same day to cover multiple regions and time zones.

Each training session is recorded. More importantly, you receive the videos.
Client receives edited recording with perpetual, non-exclusive right to use.
Ideal for incorporating into your onboarding path.

Session Title	Why This Improves Selling Skill	Primary Outcome or Objective
Strategic Account Planning	Helps sellers develop a long-term, multi-threaded approach to high-value targets instead of transactional tactics.	Reps learn to build actionable plans that align with executive-level initiatives across multiple stakeholders.
Discovery That Surfaces Executive-Level Pain	Breaks the feature-dumping habit by shifting focus to deep problem diagnosis.	Reps learn to uncover high-impact business pain that creates urgency and executive interest.
Industry Research for Trends and Challenges	Equips reps to speak with relevance and authority in executive conversations.	Reps learn to identify key industry pressures and connect solution value to strategic business priorities.
The Importance of Mutual Action Plans	Brings deal predictability and shared accountability in long sales cycles.	Reps learn to create MAPs with buyers to drive urgency and ensure internal alignment.

Session Title	Why This Improves Selling Skill	Primary Outcome or Objective
Pre- and Post-Call Planning and Team Debriefs	Reduces "winging it" and improves collaboration across the internal deal team.	Reps learn how best to prepare for high-impact meetings and extract value from every interaction.
Using MEDDPICC for Deal Management	Creates structured deal qualification, uncovering gaps before it's too late.	Reps learn how to assess and strengthen deal health to move only the most winnable deals forward.
Value Selling (Core Concepts)	Teaches reps to connect product benefits to financial/business outcomes.	Reps learn methods to articulate ROI and strategic impact in ways that justify large investments.
Value Selling (Advanced Application)	Helps reps tailor value messages to different stakeholders and objections.	Reps gain fluency in positioning differentiated value across the buying committee.
Selling to Executives vs. Selling to Managers	Shifts mindset from tactical benefits to strategic business conversations.	Reps learn how to adjust tone, language, and content to match C-level expectations.
Financial Acumen for Sellers (Dos and Don'ts)	Builds confidence and credibility in money-focused conversations.	Reps learn to use basic financial terms, interpret metrics, and align proposals with business KPIs.
Strategic Deal Planning	Encourages planning beyond the next call and into stakeholder orchestration.	Reps learn to create structured pathways from discovery to executive buy-in to close.
Team Selling vs. Lone-Wolf Selling	Reinforces the importance of leveraging SEs, CS, PS, and exec sponsors.	Reps learn when and how to coordinate internal support for credibility and scale.

Session Title	Why This Improves Selling Skill	Primary Outcome or Objective
Negotiating and Closing Strategies	Prepares reps for high-stakes buyer objections and price pushback.	Reps lead with value, maintain margin, and close large deals confidently.
Building Seller Confidence with Executives	Tackles the internal barrier of intimidation and imposter syndrome.	Reps elevate presence, speak strategically, and build peer-level rapport with execs.
Building a Value Message for Products You Don't Sell	Reinforces abstract thinking and value framing over product knowledge.	Reps develop the ability to pitch business outcomes, not just product details.
Messaging that Compels Executive Buyers	Few enablement programs address buyer enablement. Understanding this perspective can accelerate deals and reduce stalling.	Reps learn when to press harder and when to disqualify a deal out of the pipeline to reduce wasted sales cycles on unmotivated buyers.
Getting Comfortable Saying "No"	Prevents pipeline bloat and weak deals through better qualification.	Reps disqualify faster and focus energy on real, winnable opportunities.
Coaching Your Champion to Sell Internally	Empowers buyers to advocate effectively when you're not in the room.	Reps learn to champions with ROI tools, MAPs, and strategic messaging for internal use.
Custom training and coaching sessions	Customized and tailored training and coaching available as schedules permit	Very specialized training, coaching, content creation, consulting and other bespoke services available upon request.