In this document:

We are pleased to offer several services, all aimed at improving sales velocity. Sales Velocity is commonly defined as a combination of average deal value, win rate percentage, and length of sales cycle.

Often the first step is to conduct either our Revenue Enablement Health Check or our Revenue Execution Advisory Engagement.

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 Enablement Blind Spot

Why every CRO needs a Revenue Enablement Health Check – and why it matters.

The Revenue Enablement Health Check is an 8-week, fixed fee engagement that examines ten functional Revenue Enablement domains:

Domain	What Is Assessed
Onboarding & Ramp	Structure, timeline, outcomes, and ramp-to-quota measurement
Value Messaging Orientation	Product-feature vs. business-outcome focus of all training content
Sales Skills Curriculum	What formal skills development exists beyond product training
Coaching Structure & Quality	Frequency, format, and behavioral impact of rep coaching
Sales Process & Methodology	Process documentation, deal qualification, and compliance rates
Manager Enablement	Whether managers are equipped to coach, not just manage
Content & Tools	Completeness, usability, and adoption of sales content and tech
Performance Measurement	Whether enablement metrics connect to revenue outcomes
Revenue Team Breadth	Whether CS, SDR, and other revenue roles are included
Strategic Alignment	Whether enablement has a clear mandate tied to revenue strategy

The Revenue Enablement Health Check engagement includes:

- In-depth stakeholder interviews across six roles: CRO, CFO, CPO/CHRO, Frontline Sales Leaders, Head of Revenue Enablement, and Head of Revenue Operations
- Limited interviews with front-line sellers, including reviewing recorded sales calls
- CRM spot audit and pipeline data analysis
- Curriculum and content inventory review
- Benchmark comparison against SaaS industry performance data
- Domain-level maturity scoring on a four-level framework

What You Walk Away With

At the end of the engagement, the deliverable is a complete written findings report and an executive presentation — both designed for a CRO who needs to make confident investment decisions and other C-Suite leaders who need a roadmap for future Enablement capability.

The findings report includes:

- A maturity score for each of the ten audit domains, with specific supporting evidence
- A revenue impact estimate for each identified gap — in measurable ARR terms
- A prioritized recommendation roadmap organized by urgency and implementation effort: Immediate Action (0–90 days), Near-Term Investment (90 days to 6 months), and Strategic Build (6–18 months)
- Benchmark comparisons placing the organization's performance against SaaS industry data
- A direct mapping of every finding to a specific, actionable next step

For new CROs specifically, the audit serves a second purpose: it becomes the evidence base for the revenue team assessment that every incoming revenue leader needs to complete in their first 90 days. It gives the CRO objective, third-party data to present to the CEO and board — replacing anecdote with analysis and establishing an informed starting point for every subsequent revenue investment decision.

Why This Matters Right Now

The cost of an unexamined enablement gap is not abstract. Consider what is at stake in a typical small 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
- Moving the bottom 30% of the team from below-quota to at-quota performance is the revenue equivalent of adding multiple fully-ramped reps – at zero incremental headcount cost.

Sales training, when structured and continuous, delivers a 353% ROI – $4.53 for every $1 invested. Organizations with a defined enablement strategy achieve 49% higher win rates on forecasted deals. The return is there. The question is whether the current enablement function is structured to capture it – or whether it is leaving revenue on the table that no amount of new hiring will recover.

Revenue Execution Advisory Engagement

The Revenue Execution Advisory engagement is a 13-week, fixed-fee engagement that improves how deals are actually run—identifying and fixing the gaps between pipeline activity and revenue outcomes. It focuses on strengthening deal quality, executive engagement, and forecast confidence through direct work on live opportunities.

Most SaaS organizations at the $50–150M stage have the foundational elements of a strong revenue engine: pipeline generation, enablement, and sales leadership. Yet despite this, many experience:

- Late-stage deal slippage
- Inconsistent executive engagement
- Forecast variability that undermines planning confidence
- Deals that appear strong but lack the depth required to close

These are not pipeline problems. They are deal execution problems. Specifically, inconsistency in how deals are qualified, advanced, and positioned at the executive level.

This engagement is designed to address this execution gap directly.

Over a 90-day period, the focus is not on introducing new programs, but on improving how deals are executed in real time, across a targeted set of active opportunities and sales teams.

Expected Outcomes After 90 Days

By the end of the engagement, you should expect:

- Improved deal quality across active pipeline
- Stronger executive engagement in key opportunities
- Increased consistency in how deals are run and reviewed
- Greater forecast confidence, driven by better execution visibility
- Early indicators of revenue impact, including improved conversion and deal progression

The result is a more predictable and scalable revenue engine—built not through additional complexity, but through greater execution discipline and clarity.

Revenue Execution Advisory Engagement (cont'd)

Three phases. 13 weeks. Transforming your revenue execution.

Revenue Execution Advisory Engagement	
Phase 1 (Days 1-30) **Discovery & Pattern Recognition**	**What Is Assessed**
Executive alignment & leadership interviews	Perceived gaps vs actual execution reality
Deal deep dives (up to 10 deals)	Qualification quality, stakeholder coverage and value clarity
Pipeline & forecast call observation	Forecast rigor, evidence vs. optimism, deal visibility
Cross-functional alignment review (RevOps, Enablement, Product Marketing, Customer Success)	Ownership gaps and execution fragmentation

(Phases 2 and 3 continued on next page)

Phase 2 (Days 31-60) **Validation & Early Impact**	**What is assessed?**
Live engagement in active deals (up to 10)	Real-time execution gaps, deal strategy quality
Manager deal review observation & calibration	Coaching depth vs. inspection bias
Executive selling evaluation	Ability to engage and influence senior stakeholders
Pattern validation across teams and segments	Systemic vs. isolated issues
Phase 3 (Days 61-90) **Targeted Execution & Scaling**	**What is assessed?**
Introduce structed deal execution improvements	Adoption and consistency of improved behaviors
Manager enablement & coaching reinforcement	Ability to sustain improvements through leadership
Value articulation & ROI alignment	Strength and repeatability of business case development
Establish deal quality visibility & reporting	Improvement in forecast confidence and pipeline clarity

What you walk away with...

At the conclusion of the engagement, the client walks away with a clear, evidence-based understanding of how deals are truly being executed across the organization, along with improved consistency in qualification, executive engagement, and deal strategy. This includes a validated set of execution improvements, strengthened manager coaching capability, and greater visibility into deal quality. This results in increased confidence in the pipeline, more predictable forecasting, and a foundation for sustained revenue performance improvement.

In addition to the Revenue Enablement Health Check and the Revenue Execution Advisory Engagement, 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.

Training sessions are offered via Zoom.
If requested, the same session can be offered twice on the same day to cover multiple time zones.

Each training session is recorded.
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 can 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 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 can 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 can co-create MAPs with buyers to drive urgency and ensure internal alignment.
Pre- and Post-Call Planning and Team Debriefs	Reduces "winging it" and improves collaboration across the internal deal team.	Reps consistently prepare for high-impact meetings and extract value from every interaction.

Session Title	Why This Improves Selling Skill	Primary Outcome or Objective
Using MEDDPICC for Deal Management	Creates structured deal qualification, uncovering gaps before it's too late.	Reps can 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 can 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 can fluently position differentiated value across the buying committee.
Selling to Executives vs. Selling to Managers	Shifts mindset from tactical benefits to strategic business conversations.	Reps 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 can 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 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 know when and how to coordinate internal support for credibility and scale.
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.

Session Title	Why This Improves Selling Skill	Primary Outcome or Objective
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 enable 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.