TRUE We Help Companies Thrive.

FAST START PROGRAM

Identify quick wins from existing opportunities.

We begin with a review of pipeline for stalled proposals, but other areas may require immediate action too, like pricing confusion or process bottlenecks.

Validate ideal customer profile.

This defines key attributes of your “best fit” customers so you can build higher yielding prospect lists, get more qualified inbound leads, or identify “red flags” earlier.

Develop a tailored selling process supported by sales aids.

This step consists of two parts: implementation of a documented sales process and guidance for persuasive collateral that overcomes blockers at each opportunity stage.

Get clear on qualification criteria.

Knowing what questions to ask, and when, is essential. So is making room for a rep’s “authentic” voice. We use a checklist approach that aligns with sales process.

Guide sales plan development with goals and quotas.

We work the math. How many bookings does your plan require? Are sales cycle and win-rate realistic? Then we pair these with a simple, effective compensation plan.

Develop forecasting methodology.

Supported by probabilities that underpin the selling process, we put in place the cadence required so you can construct a 12-month rolling forecast each week.

Create metrics, reporting and dashboards tools

Visibility and accuracy of KPIs are critical for management and coaching; we suggest metrics that support revenue management, and those that help sellers improve focus and effectiveness.

Streamline CRM and rest of tech stack

Configure CRM to support the selling process with workflow and alerts, along with add-on “tech stack” tools for prospecting, email automation, and others.

How each engagement starts...

A 2-hour discovery session kicks off the engagement. We learn about you and your team. Time is spent understanding why your customers buy, why they buy when they buy, and how they prefer to buy.

Based on this conversation, we calibrate our program for areas that will have the greatest impact on accelerating your sales.

For example, if your customer profile is well-developed, but too much time is spent “working” prospects that aren’t “ready,” then we spend more time on qualification.

Or, if your sales process is solid, but forecasting is unpredictable, then we shift time to this area. What we won’t do is cut corners.

Curious? We invite you to learn more. [Contact us]