Revenue Advisor Engagement Arc

A practical, operator-led model for diagnosing revenue friction, creating momentum, and building predictable growth.

This engagement is designed for leaders who need senior revenue judgment, perspective, and coaching — without day-to-day ownership.

I act as a trusted outside operator, helping leadership make better revenue decisions with less guesswork.

Every engagement is tailored. This shows the typical structure and outcomes.

Engagement Objective

- Clarify what's actually happening in revenue
- Improve decision-making across sales and GTM
- Increase consistency and confidence without organizational disruption

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Phase 1: Revenue Immersion & Diagnosis (Weeks 1–4)

We ground the engagement in reality.

Focus Areas

- ICP, positioning, pricing, and buyer dynamics
- Pipeline health, conversion rates, and deal flow
- Sales process effectiveness and execution gaps
- Review of wins, losses, and stalled deal
- Leadership decision-making patterns around revenue

Outputs

- Clear understanding of revenue performance and risks
- Prioritized opportunities for improvement
- Practical guidance leaders can act on immediately

Phase 2: Advisory Support & Guided Execution (Ongoing)

Kleinbauer & Co
Fractional CRO & Revenue Advisory

I support leadership as they execute — without owning the function.

Focus Areas

- Revenue strategy and prioritization
- Sales process refinement and inspection
- KPI selection and interpretation
- Coaching founders and sales leaders on deal strategy
- GTM alignment and tradeoff decisions

Value Delivered

- Better decisions, faster
- Reduced second-guessing
- Increased confidence without adding headcount

How I Show Up

- Sounding board for revenue-critical decisions
- Coach to founders and sales leaders
- Operator's perspective — not abstract advice

Who This Is For

- Founder-led B2B companies ($1M–$15M ARR)
- Teams executing, but lacking clarity or consistency
- Leaders who want leverage, not management overhead
