



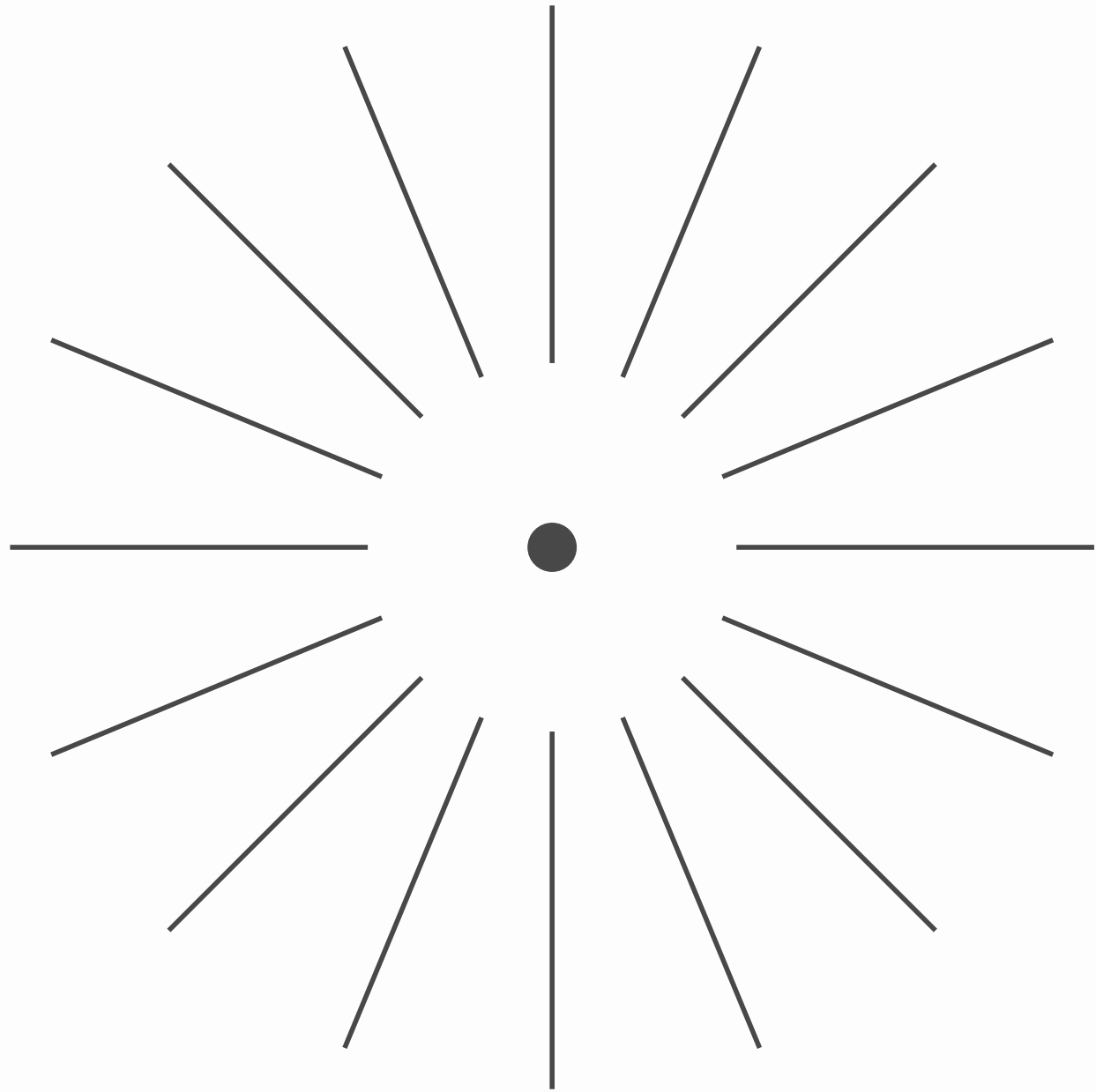
# Coach & Compass

Revenue and Strategy  
Coaching for Leaders

Corey Kleinbauer  
Principal Advisor  
Kleinbauer GTM  
[www.kleinbauer.co](http://www.kleinbauer.co)



Kleinbauer  
GTM



# A trusted and experienced revenue advisor for founders and leaders

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Coach and Compass is your flexible and always-on advisory and coaching resource. I am your go to partner to clarify and strengthen revenue strategy and execution.




# Why Leaders Choose Coach & Compass

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- ✓ You get hands-on revenue leadership, not abstract coaching.
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- ✓ You get both strategy and execution guidance — not one or the other.
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- ✓ You get a CRO-level partner at founder stage pricing.
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- ✓ You get real-time support during deals, hiring, and any GTM decision, with the guidance of someone who has done it before
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# What Should You Expect To Gain?

- 01 Enable a successful transition to a more productive, efficient and scalable revenue motion
- 02 Build a predictable, repeatable end to end sales process, tailored to increase market capture In your ICP
- 06 Coordination of marketing strategy and sales execution
- 03 Enhance demand generation and accelerate conversion rates
- 04 Improve forecasting and pipeline visibility
- 05 Strengthen revenue decision-making to efficiently scale growth



Let's  
tackle  
your  
biggest  
blockers

# 1 Always-On Advisory


- On-demand input to improve sales motions and strategic decisions
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# 2 Sales Motion Improvement

- Establish repeatable sales processes that drives wins based on your differentiated value.
  - Introduce best practices for deal reviews, account management, and retention
  - Coach the leaders on leading pipeline and performance conversations
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# 3 Pipeline Optimization

- Review and diagnose current pipeline health
- Identify and resolve bottlenecks that stall progress
- Improve qualification and forecast accuracy



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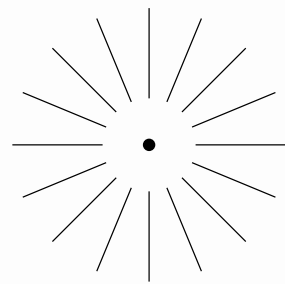
## 4 Revenue Strategy & GTM Planning

- Advise on ICPs, positioning, and pricing strategy
  - Automate repeatable processes with the right AI tooling
  - Identify and action partnerships that drive pipeline and retention
  - Drive market capture and growth planning
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## 5 Leadership Development

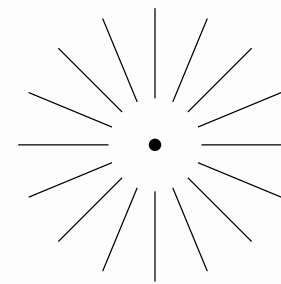
- Coach the senior team to build a culture of performance
- Build leadership confidence and revenue management systems
- Reinforce the habits of a high-performing sales organization

# Client Testimonials



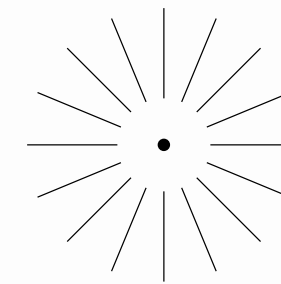
“As our fractional CRO, Corey has created a renewed focus on building a unified revenue engine — strengthening execution and deepening our presence in our ecosystem and ICP. Since joining, he has driven meaningful improvements by aligning teams, tightening sales process discipline, and sharpening our customer engagement strategy.”

Colin Johnson - Founder & CEO,  
Aprika



"Corey has revolutionized our sales approach at CloudBudget. Corey's work on full sales cycle optimization has empowered my team to engage potential clients with greater confidence and precision, unlocking new levels of success in our conversations. His strategic insight and practical support are invaluable. A true game-changer."

Robert Morrison - Founder & CEO,  
CloudBudget



"Corey is the revenue partner you want. He sets up the framework every ISV needs, based on real experience. He drives results. Highly recommended."

Fred Widarsson - Founder & CEO,  
RealZips



# My Background

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- 20+ years B2B revenue leadership
- Former CRO with experience and success across the execution of the entire customer lifecycle
- Expert in building modern, efficient sales motions and AI-assisted selling
- High-availability partner who ramps immediately and drives results efficiently

# Ready to Achieve Your Next Level of Revenue Performance?

Let's uncover the biggest revenue enablers for your business and enable a plan that delivers immediate return.

