



Sales Process Tuning Engagement Arc

*This engagement is designed for teams that have **activity and demand**, but deals are inconsistent, slow, or unpredictable.*

The focus is on how deals are run — not lead volume.

Engagement Objective

- Improve deal quality, velocity, and close rates
- Create a sales process reps actually follow
- Increase forecast confidence and execution discipline

Phase 1: Deal & Process Audit (Weeks 1-2)

We analyze how deals really move.

Focus Areas

- Current sales stages vs buyer behavior
- Deal inspection across active pipeline
- Live (recorded) sales call exposure
- Qualification standards and exit criteria
- Rep behavior, coaching gaps, and execution patterns

Outputs

- Clear diagnosis of where deals stall or slip
- Identification of high-impact process fixes

Phase 2: Process Redesign & Enablement (Weeks 3–6)

We rebuild the process around reality.

Focus Areas

- Stage-based sales process with clear exit criteria
- Deal inspection and coaching framework
- Forecasting improvements tied to stage integrity
- Rep coaching on running better deals

Early Impact

- Cleaner pipeline
- Increase of close rate of 10 - 20% (on average)
- Compressed time to close
- A refinement of your ideal target market and how to execute within it.

How I Show Up

- Hands-on process architect
- Diving into live sales calls (recordings to start moving to live if required)
- Coach to sales leaders and reps
- Focused on execution, not documentation

Who This Is For

- Teams with demand but uneven results
- Founders too close to deals
- Leaders who want fewer surprises and more control