Fractional CRO Engagement Arc

*This engagement is designed for companies that need **senior revenue leadership now** — not advice, not decks, and not a premature full-time hire.*

I deploy as a hands-on CRO, owning revenue strategy, execution, and accountability across the full go-to-market engine. Every engagement is tailored. This shows the typical structure and outcomes.

Engagement Objective

- Create clarity around how revenue actually works today
- Fix what's broken across sales execution, pipeline, and forecasting
- Build a repeatable, predictable revenue engine leadership can trust

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

We establish a shared, fact-based understanding of revenue performance and constraints.

Focus Areas

- ICP, product, pricing, positioning, and buyer journey
- Pipeline health, CRM hygiene, forecasting accuracy
- End-to-end sales process (lead → close → expansion)
- Deal quality, velocity, and win/loss patterns
- Team structure, roles, and execution gaps

Outputs

- Clear identification of revenue friction and leverage points
- Immediate, practical actions to improve performance
- Alignment between leadership on priorities and path forward

Phase 2: Revenue System Build & Execution (Days 30–60)

We install the operating system required to scale.

Focus Areas

- Stage-based sales process aligned to buyer behavior
- Pipeline coverage, deal inspection, and forecast rigor
- Performance benchmarks and KPIs tied to revenue outcomes
- Sales leadership and rep coaching to improve execution
- Alignment between sales, marketing, and outbound motions

Early Impact

- Improved deal quality and discipline
- Increased confidence in pipeline and forecast
- Fewer surprises, clearer control

Phase 3: Scale & Predictability (90 Days and Beyond)

With the foundation in place, we optimize for efficiency and sustained performance.

Ongoing Work

- Funnel conversion optimization (MQL → SQL → Win)
- Forecast accuracy and revenue predictability
- Pricing, packaging, and expansion strategy
- RevOps framework to support scale
- CEO partnership on board, funding, or acquisition readiness

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How I Show Up

- Own revenue strategy and execution
- Lead, coach, and hold the team accountable
- Operate as a true partner to the CEO

This is CRO ownership — without CRO overhead.

Who This Is For

- B2B SaaS / tech-enabled companies ($2M–$20M ARR)
- Proven product, inconsistent or unpredictable revenue
- Leaders who want execution, not theory