

Scale ISV — Salesforce ISV Growth System

Overview

Scale ISV helps Salesforce-native software companies build predictable pipeline **and improve revenue performance** by turning the Salesforce ecosystem into a repeatable channel and optimizing sales execution.

We don't just generate more opportunities — we help you **win more deals, faster.**

Core Value

- Increase close rates by **25%–50%** through structured sales process improvements
- Shorten deal cycles by improving qualification, messaging, and deal control
- Generate qualified pipeline via Salesforce AEs, SIs, and AppExchange
- Improve pipeline efficiency without adding headcount

Core Offerings

1. Revenue Architecture Sprint (Entry Engagement)

Duration: 4–6 weeks

Investment: \$15,000

A focused engagement to diagnose, design, and prioritize your growth strategy across both pipeline generation and sales execution.

Includes:

- ICP and vertical market definition
- Salesforce co-sell strategy design
- Pipeline coverage and funnel diagnostic
- **Sales process audit (stages, conversion rates, deal velocity)**
- Messaging and positioning refinement
- Channel strategy (AE, SI, direct)

Outcome:

A clear, actionable roadmap to improve **pipeline generation, conversion rates, and deal velocity**

2. Salesforce Co-Sell + Sales Execution Engine (Core Retainer)

Duration: 3–6 month engagement

Typical Investment: \$25,000/month

We build and operationalize a repeatable demand generation and co-sell motion **while improving how your team executes and closes deals.**

Includes:

- Salesforce AE territory mapping and engagement strategy
- Co-sell playbooks and enablement assets
- Outreach to Salesforce sales teams and Salesforce ecosystem partners
- Sales process design and optimization
- Deal inspection and coaching on active opportunities
- Pipeline tracking and stage-by-stage conversion improvement
- Outreach strategy and activation support

Execution Model:

Led by senior strategy (Corey) and supported by a team handling outreach, research, and asset production. With this you are getting experienced and senior leadership for all sales activity, alliances infrastructure, Salesforce outreach and supporting ecosystem marketing content.

Outcome:

- Consistent co-sell pipeline
 - Higher win rates
 - Shorter, more predictable sales cycles
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3. AppExchange Growth Engine (Add-On or Standalone)

Initial Investment: \$10,000

Ongoing Optimization: \$3,000–\$5,000/month

Transform your AppExchange listing into a high-performing acquisition and conversion channel.

Includes:

- Full listing optimization (SEO + messaging)
- Competitive positioning analysis
- Visual asset development (15 branded assets)
- Demo video production
- Supporting collateral (up to 5 assets)
- Lead flow validation and optimization

- **Conversion-focused messaging aligned to your sales process**

Ongoing:

- SEO monitoring and iteration
- Conversion optimization
- Content and asset refreshes

Outcome:

Increased visibility, **higher conversion rates**, and stronger first-touch sales performance

Engagement Model

Scale ISV operates as an extension of your leadership team:

- Senior strategic oversight
 - Execution delivered via specialized operators
 - Flexible, modular engagement structure
 - Designed to scale without adding internal headcount
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Ideal Clients

- Salesforce ISVs (\$1M–\$15M ARR)
 - Founder-led or lean sales teams
 - Strong product, but:
 - Inconsistent pipeline
 - Limited Salesforce ecosystem traction
 - **Low or unpredictable close rates**
 - **Lengthening deal cycles**
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Getting Started

Most clients begin with the Revenue Architecture Sprint and expand into ongoing execution based on results.
