

Building your repeatable revenue engine



Advisory Membership

\$1,500/month

For software founders who need an experienced revenue operator in their corner—but don't need a full-time CRO.

Building a software company requires hundreds of revenue decisions: where to focus, who to hire, how to build pipeline, how to position the product, and how to scale execution.

This program provides founders with direct access to an experienced revenue leader who helps them make better decisions, avoid costly mistakes, and execute with confidence.

What's Included

Twice-Monthly Revenue Strategy Sessions

Two 60-minute strategy sessions each month focused on the highest-impact growth opportunities and challenges facing your business.

Typical topics include:

- Revenue strategy
- Pipeline and forecast reviews
- Sales execution
- Go-to-market planning
- Sales process improvements
- Hiring and compensation decisions
- Partnership strategy
- Pricing and packaging
- Customer growth strategy
- Investor or board preparation
- Critical business decisions

Every session concludes with clear priorities, decisions, and next steps.

Executive Access Between Meetings

You have direct access via email, text, WhatsApp or Slack for strategic questions, quick reviews, and important decisions that arise between scheduled sessions.



Examples include:

- Reviewing a compensation plan
- Providing feedback on a proposal or pricing strategy
- Preparing for an important customer or partner meeting
- Discussing a hiring decision
- Evaluating a partnership opportunity
- Working through a challenging customer situation

Most inquiries receive a response within one business day.

Requests requiring significant preparation, formal deliverables, ongoing meeting participation, or hands-on execution are scoped separately.

Quarterly Growth Review

Once each quarter, we step back and evaluate the broader business and growth strategy.

Together we review:

- Revenue performance
 - Pipeline health
 - Sales execution
 - GTM effectiveness
 - Hiring priorities
 - Strategic risks
 - Priorities for the next quarter
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Ideal For Founders Who:

- Want an operator who has built and led revenue teams
 - Need a trusted partner to challenge assumptions and improve execution
 - Want to accelerate growth while avoiding expensive mistakes
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When Coaching Becomes Leadership

This program is designed for strategic guidance, decision support, and accountability.



As your needs grow, we can expand into a Fractional Revenue Leadership engagement when deeper involvement is required.

Examples include:

- Leading or training sales teams
- Participating in customer or partner meetings
- Running pipeline reviews and forecasting
- Recruiting and managing sales talent
- Developing sales playbooks and operating processes
- Leading GTM initiatives
- Optimizing Salesforce and revenue operations
- Taking ownership of ongoing revenue execution

Expanded engagements are scoped separately based on responsibilities, involvement, and time commitment.

"Corey has created a unified revenue engine. Since joining, he has aligned the teams, tightened our sales process discipline, and sharpened our customer and partner engagement strategy."

Colin Johnson

Founder, Aprika

"Corey is the real deal. In a very short time he has accomplished so much to set us on the right track.

He has an amazing perception of how to leverage resources."

Marvin Fischer

Founder, GoldFinch ERP
