



60-Day Revenue Execution Diagnostic

For Salesforce ISVs looking for an insider's perspective

Install Sales Process Control — Not Just Better Messaging

What This Is

A focused, execution-driven engagement that helps Salesforce ISVs increase close rates by installing sales process rigor that enables sellers to:

Teach the value of your Salesforce-native offering

Tailor that value to each buyer and role

Take Control of complex ecosystem-driven sales cycles

This is not messaging theory. It's sales execution.

The Problem

Most Salesforce ISVs under-sell their strongest advantage.

Sales conversations drift into features, pricing, and discounts — while the real value of native adoption, governance alignment, and ecosystem fit goes untaught.

The result:

- Stalled deals
- Excessive discounting
- Inconsistent forecasts

This diagnostic corrects that.

What We Do in 60 Days

1. Align on Salesforce Reality

- Founder and CRO objectives
- ICP, buyer roles, and Salesforce buying motions
- How Salesforce-native value should matter to each persona

2. Rebuild the Sales Process (Core Focus)

- Deconstruct how deals actually move through the pipeline
- Install a *Teach, Tailor, Take Control* framework
- Redefine stages based on buyer progress, not seller activity

3. Inspect Live Deals

- Review active opportunities
- Listen to live sales calls
- Identify where Salesforce-native value is missed or diluted

4. Pipeline & Forecast Rigor

- Separate real deals from hope-driven ones
- Improve stage hygiene and forecast confidence

The Outcome

- Clearer articulation of Salesforce-native value
- Tighter deal control and qualification
- Improved close rates (20–100% in past engagements)
- A sales process your team can actually run

Executive Readout

At the end of 60 days, you receive:

- An executive summary of findings
- A Salesforce-specific sales process
- A prioritized execution plan with owners and timelines

This becomes your revenue operating system.

What Comes Next

Many teams extend into ongoing advisory or Fractional CRO leadership to compound gains over time.

Next Steps

- Download and share this Diagnostic Overview
- Schedule an Executive Conversation