



## 90-Day Revenue Execution Diagnostic

For Salesforce ISVs looking for an insider's perspective

*90 Days to Higher Close Rates - Compressed Cycles - Consistent Growth*

---

### 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