

Advisor on Call (AOC)

On-demand executive support for pivotal moments

A flexible advisory line for growth-stage SaaS, AI, and industrial-tech vendors selling into asset-intensive markets. Use it when a decision, deal, or board moment cannot wait for a project.

1. Does this look familiar

- A must-win deal stalls and needs executive strategy and sponsor mapping
- Board or investor review is coming and the story is not crisp
- Forecast confidence is questioned and you need fast pipeline triage
- Pricing or packaging debate drags on without a clear path
- A manager needs focused 1-to-1 coaching before key reviews
- Entering a new region or segment and you need quick guidance

If two or more sound familiar, this gives you senior judgment on call so momentum does not slip.

BEFORE AOC	AFTER AOC
Must-win deal stalls, board story not crisp, forecast questions	Senior judgment on tap, decisions and owners captured, momentum restored

2. What is Advisor on Call

On-demand access to a fractional sales leader for time-boxed support, up to 20 hours per month. Use it for live deal reviews, pipeline triage, board or investor deck feedback, focused coaching, and strategic Q&A. Sessions are scheduled, notes are sent, and owners are assigned so the team moves fast.

I do not manage reps day to day. I advise leaders, sharpen strategy, and support the critical moments.

3. What you get each month

- **Live deal or pipeline sessions**
Pre-read, a working session, and written next steps to unblock priority opportunities.
- **Board and investor materials**
Narrative, proof, risks, and the ask tightened with tracked suggestions.
- **Focused 1-to-1 coaching**
Discovery, qualification, executive alignment, and talk tracks tuned to the role.
- **Strategic Q&A**
Pricing, packaging, segmentation, and new-market entry guidance.
- **Practical templates**
Sponsor map, mutual action plan outline, value proof checklist.



Sponsor map sketch



Mutual action plan checklist

4. How it works

- **Scope:** Up to 20 hours per month. Pre-scheduled 5-hour blocks available.
- **Booking:** Reserve a slot, share context or materials, and align on the goal for the session.
- **Session:** 30 to 90 minutes, hands-on, with decisions and owners captured.
- **Follow-up:** Written notes and next steps sent after the session.

This model is engineered to help you move fast when it matters most.

5. Designed for tech vendors selling into asset-intensive industries

This service is for **technology vendors**. That includes SaaS platforms, AI software, connected hardware, and advanced industrial equipment providers that sell into asset-intensive markets.

My customers usually sell into:

- Manufacturing and Materials
- Energy and Utilities
- Infrastructure and Construction
- Metals and Mining

Primary geographies United States, Canada, United Kingdom. Select work in Europe and Latin America. English and Spanish.

6. Why leaders book this

- Senior help exactly when you need it, without starting a project
- Outside perspective that stress-tests strategy and sharpens the story
- Faster progress on must-win deals and board-level decisions
- Managers who improve quickly through focused coaching

Senior judgment on call. Momentum when it counts.

7. Who benefits most

- **For founders:** decisive support on key deals and board-level moments
- **For sales leaders:** outside stress tests and help unblocking live deals
- **For finance:** fewer firefights and cleaner visibility on risk
- **For investors:** timely operator-level help when stakes are high

8. Proven track record

In past leadership roles I've helped scale companies by:

- **3x ARR** in <12 months at two scale-ups
- **7x Pipeline Growth** year over year
- **30% Shorter Cycles** with stronger qualification
- **\$20M+ Contracts** with global leaders

This advisory service applies the same operator-level discipline behind these outcomes.

9. What we'll need to start

- A one-paragraph brief and any relevant slides shared at least 24 hours before the session
- Materials for the specific need: example emails, deck draft, CRM snapshot, or call notes
- If booking a block, we'll schedule your first two sessions up front

If you start with Advisor on Call and book a 5-hour block, then begin the Fractional Sales Leader retainer or the 90-day Sales Engine Accelerator within 30 days, **I'll credit the cost of that block toward your first month of the retainer or your Accelerator fee.**

Let's talk

Ready to get senior help when the stakes are high?

Book a 20-minute intro. We'll confirm fit, align how you want to use Advisor on Call. and set your access window.

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intro

