

Sales Engine Accelerator (SEA)

Install a repeatable sales engine in 90 days

A focused build for growth-stage SaaS, AI, and industrial-tech vendors selling into asset-intensive markets. You finish with a working playbook, manager-led reviews, and a CRM view everyone can trust.

1. Does this look familiar

- Every rep runs a different process and stage exit criteria are unclear
- Managers step into super-rep mode while coaching stays ad hoc
- Pipeline starts thin and deals stall after the demo
- Forecast changes week to week and surprises the board
- New hires take too long to ramp and do not know what "good" looks like
- Pricing pressure rises because value and proof are not consistent

If two or more sound familiar, the Accelerator turns ad hoc selling into a system your team can run.

BEFORE SEA	AFTER SEA
Thin process, ad hoc coaching, forecasts you cannot trust	One playbook, one cadence, one CRM view the company trusts

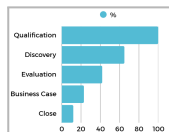
2. What is the Sales Engine Accelerator

Ninety days. Light lift for your team. We turn your go-to-market into a clear, coachable system with stage definitions, simple inspection points, and a live dashboard that makes decisions easier.

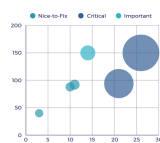
This is a build and rollout. Your team executes. I design, install, and coach leaders so the system sticks.

3. In 90 days, you walk away with

- **Playbook v1**
Stages with clear exit criteria, discovery and qualification structure. Includes value story and practical talk tracks.
- **CRM-linked KPI dashboard**
Pipeline coverage, stage conversion, win rate, and forecast variance visible in one place.
- **Manager-led operating rhythm**
Weekly pipeline reviews and deal coaching that managers can run without firefighting.
- **Deal support and enablement**
Three deal-desk sessions on live opportunities, an enablement pack, and a short video walkthrough for fast adoption.
- **Executive alignment**
One working session to lock definitions, inspection points, and handoffs across the team.



Stage conversion snapshot



12-pain priority grid

4. How it works

- **Month 1:** Define ICP and value story. Draft the staged playbook and exit criteria.
- **Month 2:** Build the CRM-linked KPI dashboard. Embed stage criteria in CRM. Run two manager coaching sessions.
- **Month 3:** Run three deal-desk sessions. Hold the executive alignment workshop. Finalize Playbook v1 and record the video walkthrough.

This plan is engineered to embed a sales system your team can run.

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

This Accelerator 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
- Infrastructure and Construction
- Energy and Utilities
- 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

- Build one sales system everyone follows
- Give leaders an operating rhythm that keeps pipeline and deals moving
- Make forecasts predictable with one CRM view the company trusts
- Shorten ramp with clear examples of what "good" looks like

Predictable revenue in 90 days. Built to last beyond the next deal.

7. Who benefits most

- **For founders:** one playbook and a forecast you can stand behind
- **For sales leaders:** one cadence managers run, not six versions
- **For finance:** fewer surprises and cleaner margin
- **For investors:** a clear system and metrics you can track

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

While the Accelerator is a build project, it applies the same operator-level discipline behind these outcomes.

9. What we'll need to start

- CRM admin point of contact and access to pipeline and stages
- Two recent discovery call recordings or equivalent notes
- One manager per region for Month 2 coaching sessions
- Three active opportunities identified for deal-desk sessions

Built for your managers to run. If you want continuity, start the Fractional Sales Leader retainer or Advisor on Call **within 30 days of handoff, and I'll apply a 20% credit to your first month or first block of hours.**

Let's talk

Ready to build a sales engine your team can run?

Book a 20-minute intro. We'll confirm fit, outline the focus for your Accelerator, and reserve your 90-day window.

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