# ScaleRevX

eXpanding Possibilities / eXecuting Strategies / eXponential Growth

## We Proudly Support:

Software as a Service (SaaS)

Scale outbound teams, sharpen your ICP and messaging, and launch data-backed GTM motions that convert faster.

Original Equipment Manufacturers (OEMs)

Accelerate partner-sourced pipeline and amplify joint value propositions with GTM programs designed to win.

Value-Added Resellers (VARs)

Enhance your solution stack with strategic GTM execution and outbound acceleration that drives value and pipeline.

Independent Software Vendors (ISVs)

Simplify complex selling with persona-driven sales playbooks, automation-ready processes, and GTM coaching.

Cloud Solution Providers (CSPs)

Empower co-sell and cloud marketplace GTM with structured frameworks, campaign precision, and territory expansion.

Managed Service Providers (MSPs)

Streamline and scale your service-led sales motion with partner-aligned strategies, AI tooling, and predictable BD outcomes

Systems Integrators (SIs)

Transform fragmented sales efforts into a scalable revenue engine with channel-focused enablement and execution.

Consultancies & Developer Agencies

Build high-performance sales and BD teams, refine positioning, and unlock new revenue channels through smarter outbound.

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**Contact us:** consult@scalerevx.com / **+919741274384** / www.scalerevx.com

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# Engagement Model Options

## Fractional Business Development Leader

Drive revenue growth through structured hiring, training, and personalized prospecting.

- Create value proposition and align messaging accordingly.
- Develop structured approach to cold calling, qualification and objection handling resulting in higher conversion rates, reduced sales cycle length and increased closures.
- Evaluate current team strengths & areas of improvement.
- Define optimal team structure, roles, and responsibilities.
- Hiring & onboarding of key business development team members.
- Create incentive programs & KPIs (both hard & soft metrics).
- Conduct performance, operational, and execution reviews.
- Adoption of AI productivity tools (Salesforce, Outreach, Groove, LinkedIn Sales
- Navigator, ZoomInfo, Lusha).
- Leverage AI and data-driven insights for advanced prospecting.

## Project-Based Consulting Mode

Optimize outbound business development, increase acceptance and conversion rates, and accelerate time-to-revenue.

- Identify target organizations, personas & Ideal Customer Profiles (ICPs).
- Define and execute a structured inbound & outbound strategy with SLAs & KPIs.
- Develop personalized playbooks for inbound & outbound motions.
- Create, implement, and optimize automated & personalized sales campaigns.
  - Industry | Account | Use Case | Persona
- Optimize usage of CRM & enablement AI platforms (Salesforce, Outreach, Groove, LinkedIn Sales Navigator, ZoomInfo, Lusha).
- Leverage AI and data-driven insights for advanced prospecting.

## Commission-Based Business Development Model

Expand market reach, secure high-value clients, and generate consistent revenue streams.

- Drive new logo acquisition and revenue growth.
- Identify, qualify, and close new high-value clients for the organization.
- Expand the organisation's footprint in APAC, EMEA.
- Drive pipeline acceleration & customer conversion strategies

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