

Everything works... until it doesn't.

The proposal was perfect.

Scope. SLAs. Executive handshakes.

Then delivery started.

And nothing matched what was sold.

Three teams. Three versions of the problem.

Sales thinks delivery is behind.

Delivery thinks sales over-promised.

The client thinks nobody's in charge.

Meanwhile, the account is bleeding.

It's not a people problem. It's a structure problem.

Three things break before the client ever complains:

Decision flow —

Nobody knows who decides what.

Ownership —

Accountability lives nowhere.

Expectations —

What's promised vs. what's planned.

You can't ticket your way out of a trust deficit.

Most teams chase symptoms.

New tools. New dashboards. New escalation paths.

None of it works.

Because the gap isn't in the technology.

It's between the people running it.

Accounts stop bleeding. They grow.

Three shifts happen fast:

Alignment —

Everyone working the same playbook.

Stability —

Fewer fires. Faster recovery.

Retention —

Clients expand instead of exit.

That's not aspirational. That's structural.

90 days.

At-risk to renewed.

BEFORE

- Client escalated monthly.
- Sales blamed delivery.
- No clear service owner.
- Renewal at risk.

AFTER

- Joint delivery review weekly.
- Single owner per account.
- Expectations reset in writing.
- Renewed + expanded scope.

If your account is stalling,
let's fix the structure.

Message me **'STALL'**

Or start with my Featured section.

A direct conversation. No pitch deck. No funnel.