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Jon is an exceptional consultant and advisor for early to growth-stage CEOs on go-to-market strategy, enablement, processes, and organizational design. I worked closely with Jon to assess strengths and opportunities in my organization's sales process over a 3-4 month period, and Jon's expertise and guidance made a huge impact (and was a lot of fun along the way).

What sets Jon apart is his unique combination of curiosity and his ability to translate solutions to complex problems into scalable, repeatable processes. He has a remarkable ability to quickly grasp complex business situations and provide advice that is both insightful and actionable.

During our work together, Jon provided guidance across several areas:

- Sales Strategy: Jon helped refine our sales playbook, from articulating our value proposition more clearly to revising our sales stages and exit criteria.
- Government Relations: Jon helped us enhance our government relations strategy and introduced us to several trusted lobbyists in his network.
- Pricing Strategy: With Jon's guidance, we optimized our pricing model to better reflect our value and competitive positioning for different buyer types.
- Team Structure: Jon offered input on the structure of our sales organization, including role definitions and possible evolutions for the department as we continued to scale.
- Sales Operations: From target setting and compensation plans to pipeline management and territory planning, Jon's recommendations helped us better align incentives and predictability across the team.
- Tools and Templates: Jon shared a wealth of tools and templates to improve quality and consistency of our sales motion.

Jon's enthusiasm, deep expertise, and analytical thinking made him an incredibly valuable advisor. I'd recommend his partnership to any early to growth-stage CEO or sales leader looking to scale their sales team, processes, and strategy.

Joe English
Co-Founder and CEO
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