



## Experienced, Early-Stage Business Consulting

Helping you define and achieve success!

Inceptus provides the go-to-market and business development expertise and resources you need... *when you need them.*

Early-stage companies often need guidance and implementation help from skilled and experienced professionals in various business aspects. This includes crafting go-to-market and business development strategies, as well as building world-class sales and marketing infrastructures and teams.

Whether your company lacks internal sales expertise, your budget cannot support full-time sales management, or you plan on expanding your operations into the North American marketplace, Inceptus executives will work with you to design and execute a program to ensure your success.

Many early-stage companies lack the necessary skills to achieve maximum growth and the financial resources to onboard top-tier executives to develop and execute business development strategies. Inceptus can fill this void.

Our team comprises executives with over 20 years of experience in building and growing early-stage companies. Our mission is to assist companies in developing realistic business plans and building the infrastructure needed to support immediate and long-term goals and objectives.



## *Inceptus executives will work with you to craft the perfect program to fit your company stage and budget*

Early-stage companies need critical business development infrastructure to grow their businesses. Often, they lack the expertise or resources required to build and grow a world-class sales organization capable of achieving hyper-growth.

Inceptus was founded to fill this void. We provide the go-to-market and business development expertise and resources needed to launch and grow your business.

Our experts will work with you to find the program that fits your immediate and future needs.

Inceptus has seven core offerings, but we understand you may have specific needs outside of these. Our executives will collaborate with you to design and execute the perfect program tailored to your unique requirements.



### Sales Discovery and Assessment

Inceptus professionals will audit your current business development infrastructure and compare it to industry best practices. Upon completing this 2 to 3-day engagement, we will present our findings and provide recommendations that can be used to define future engagements.

### Inceptus Sales Plan Model

The Inceptus Sales Model is at the heart of our core offerings. In this engagement, Inceptus will design and build the entire sales infrastructure for your organization. Key areas covered include Sales Strategy, Sales Process, Sales Operations, and Sales Team Management.



## CRM Selection and Deployment

Inceptus professionals will guide you through the CRM selection process, ensuring you deploy the right platform to meet your business needs and budget. Our CRM experts will support you throughout the entire CRM deployment process.

## Recruitment and Training

Inceptus will build your sales team using our proprietary network of sales professionals. We will create job descriptions and compensation plans for each desired position. Additionally, Inceptus offers a 90-day replacement guarantee on all hires.

## Fractional CRO / VP of Sales

Many early-stage companies are not ready for a full-time CRO or VP of Sales, despite needing the expertise. Inceptus will assign the right executives to your organization to fill these critical roles for as long as needed.

## North American Expansion

Your company has achieved great success in other parts of the world, and now it's time to expand into North America. Inceptus specializes in helping offshore companies establish and grow their North American operations. We serve as your boots on the ground, assisting with incorporation, go-to-market strategy development and execution, and building and growing world-class teams.

## VC Business Plan

Growth requires funding, and venture capitalists are always looking for their next investment. A solid business plan is crucial to attracting investors for your next round. Inceptus will assist you in developing a comprehensive plan and presentation to engage potential investors effectively.

### Contact Information

Email: [info@inceptus.us](mailto:info@inceptus.us) Phone: (302) 521-2823

