

What if you could dramatically accelerate your sales performance? You can. Our sales experts will pressure-test your existing sales approach, fix the gaps, and up-skill your go-to-market team with practical hands-on coaching.

# B2B Sales Coaching for Startup & Scaleup Ventures

We practice a learn-by-doing coaching approach — rolling up our sleeves with your customer team to build a sales process and execution skills to build up the pipeline, develop and close new customers, and grow existing customers.

**Signed customer agreements and revenue growth is how we keep score.**

Our most prevalent sales coaching topics include:

- ✓ *Defining the Ideal Customer Profile*
- ✓ *Early-stage qualification (MQL, SQL)*
- ✓ *Building and managing a Sales Pipeline*
- ✓ *Objection Handling*
- ✓ *Competitive Analysis and Positioning*
- ✓ *Building the Customer ROI and Value model*
- ✓ *Sales Stages, Pass/Fail Criteria for each*
- ✓ *Customer Stakeholder Mapping*
- ✓ *Sales Performance & Essential KPIs*
- ✓ *Initial Customer Commitment - The Pilot*
- ✓ *Negotiation, Agreements, and Closing*
- ✓ *SaaS Pricing & Packaging Strategy*
- ✓ *Scaling the Sales Team*
- ✓ *Understanding Channel Sales*

*"We have totally changed our mindset on how we sell. We are now moving potential customers through our pipeline in a much more considered and targeted manner. We are pitching the value of our product and services to potential customers much more successfully too. We are moving the right people through the pipeline at the right time and pace, and now better understand how we can scale our sales."*

*"Your sales coaching dramatically helped our sales process. We experienced a huge turnaround in productivity and revenue since we started following your sales principles and methodology."*

*"The coaching helped us close our first big customer deal, and completely changed the growth trajectory of our company. We are also now at final agreement stage with two of our three top prospects. We are now much more specific in our target customer profile, and much better at qualifying and moving non-qualified prospects out of our pipeline. We are saving time and progressing deals faster than ever before."*

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MA-based companies are eligible for 100% reimbursement from the Commonwealth Workforce Training Fund Express Program

