



Conscientious Capitalists LLC

How You Make Money Matters™
Strategic Sales and Marketing Consulting

ccs-llc.us

Making Sales Predictable by Making It a Process



35 years of B2B sales leadership results

- **355% Sales Quota:** Drove rapid growth for an EdTech startup
- **125%+ Sales Quota:** Led telecom branch to 40%+ gross margins and 35%+ EBITDA
- **260% Sales Increase:** Boosted ARR by 155% for a digital media firm in 180 days
- **120% Sales Quota:** Opened markets for a startup software company with Fortune 100s
- **\$420K to \$4M ARR:** Revitalized tech firm's alternate sales channel for massive growth



SALES STRATEGY

- Strategic Positioning
- Market Segmentation
- Prospect Profiles
- Buyer Personas
- Value Mapping
- Sales Channels
- Playbooks



SALES PROCESS

- Pipeline-to-Funnel Conversions
- Deal Quality
- Deal Velocity
- Deal Predictability
- Data Driven Forecasts
- KPIs



SALES LEADERSHIP

- Fractional CRO/SVP/VP
- C-Level Strategy
- Leadership Development
- Conscientious Sales Culture
- Staffing & Team Building
- Sales Skills Development
- Reporting

ABOUT CONSCIENTIOUS CAPITALISTS LLC

Sales strategy, process, and leadership services to B2B businesses who need to take the guesswork out of forecasting and growing sales.

3 Levels of Service: Retainer, Project-focused Consulting, and Fractional CRO/EVP/VP of Sales always driven by attention to integrity, ethics, and values.

Bespoke sales training courses are available separately or as part of one of the Service engagements.

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