



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 results

- Sold \$1.6M in first 16 months for edtech startup
- Led telecom branch: 125%+ sales quota, 40%+ gross margins, 35%+ EBITDA
- Boosted sales 260% in first 180 days; grew ARR 155% for digital media firm
- Opened markets, booked \$3M with F100s for startup software company
- Resurrected alternate sales channel from \$420K to \$4M ARR



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

- Frac CRO/SVP/VP
- C-Level Strategy
- Leadership Development
- 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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