



## **RevExperts | 90-Day Engagement Plan**

Accelerating Revenue. Enabling Scale.

As a Fractional CRO and advisor, I work directly with executive teams to design and implement revenue strategies that are built to scale. My 90-day engagement model is structured to quickly diagnose, build, and operationalize your go-to-market engine—without the ramp time of a full-time hire.

### **Days 1–30: Diagnose & Align**

- Deep-dive discovery into sales motion, CRM data, pipeline health, and enablement assets
- Working sessions to align ICP, personas, messaging, sales stages, and outbound strategy
- Assessment of org structure, rep performance, KPIs, and leadership cadence
- Output: Executive summary of GTM readiness + prioritized 60- and 90-day roadmap

### **Days 31–60: Build & Activate**

- Deploy outbound playbooks, prospecting sequences, and sales messaging frameworks
- Refine or build new sales process stages, qualification criteria, and deal progression
- Develop key enablement tools (e.g., pitch decks, objection handling guides, onboarding materials)
- Begin weekly 1:1s and coaching with revenue leaders and sellers
- Output: A functioning GTM system with aligned team execution

### **Days 61–90: Optimize & Scale**

- Introduce tracking tools for activity metrics, win/loss, and forecast accuracy
- Partner on compensation structure, hiring roadmap, and onboarding for new roles
- Build executive dashboards and board-ready reporting
- Recommend tech stack or process improvements to enable long-term growth
- Output: Repeatable sales engine and a confident revenue leadership team

### **Why This Model Works**

- Executive-level thinking + hands-on execution
- Founder-facing partnership with tactical support and strategic clarity
- Access to a talent network for Sales leadership RevOps, Enablement, and SDRs
- Flexibility without full-time overhead

Let's build your next revenue chapter—faster, smarter, and with confidence.