



## What is it?

Do you have an optimized foundation built for maximizing & scaling revenue capacity? How do you know how to maximize the return on your resources and time when it comes to building revenue - especially if it's not your expertise?

Grow.Wise is designed to help tech leaders go through the steps necessary to build the foundation for maximizing revenue capacity.

## Who is it for?

You've started a SaaS technology company. Your solution addresses a pressing need. It works - you have a couple of early customers to prove it.

**But now it's time to hit the accelerator on revenue.**

You think, *"I'm no expert on building a revenue engine. What should I do?"*

Then, three options come to mind:

- 1) *"I better go invest in a plaid jacket, maybe couple it with some gold chains, and become Joannie or Johnny Salesperson. I've seen the movies, I can get aggressive, start spamming and become a salesperson."*

Well, clearly that's not a great idea. The world of modern selling doesn't align with the old-school selling tactics of the profession's past. There's a better way.

- 2) *"We'll set this up to become an inbound engine. Zoom did it. Why can't we? Then we won't even have to truly sell. Prospects will just come to us!"*

Companies that have attained their potential through a sole focus on demand generation through marketing are far and few between. Regardless, developing the foundation for revenue capacity doesn't go away in a 100% inbound environment.

- 3) *"Let's go out and hire a 'been-there-done-that' grizzled sales veteran, then just hand over the reins."*

This may be the most common error. Revenue is the difference between success or failure. Hiring someone from the outside who doesn't have your understanding, passion and dedication sometimes works, but more often doesn't.

I also see a number of companies who have a sales star already - or a "future" sales leader, but that individual isn't experienced at leadership and scaling, and isn't set up for success.

Building a foundation to maximize your revenue capacity isn't rocket science. You can learn it, build the structure, then take it with you through to scale, and through the rest of your career.

**I've developed GROW•WISE to be the fourth option, to help leaders maximize their own potential, while laying the foundation in their organizations to scale.**

## How does it work?

Sign up for a quarter at a time, which consists of:

- Bi-Weekly 1-on-1 Virtual Coaching & Teaching Sessions: 6 90-minute 1-on-1 sessions.
  - In each session, we'll work through a topic prioritized from the collection below,
  - Following each session, you'll walk away with a core understanding of the element, plus exactly how to implement it into your organization.
- Leveraging a collection of other experts, where needed, we'll connect you to mentors/experts on an as-needed basis for specific needs.

Ongoing - To Be Determined (in build)

- Access to on-demand classes, ongoing Q&A, periodic group programs & a community of peers.

## The Teaching/Coaching Session Areas of Focus:

Below are the nine most common areas where organizations need focus and foundation. The sessions are interactive, not formal. It's me and you and my whiteboard (or maybe a slide here & there as needed). We'll work together on the topic, I'll teach you the foundation, then we'll discuss how you apply these elements to your organization.

### 1) **The Five F's of Building Revenue Capacity:**

Maximizing sales team and organization performance is the optimization of five core areas represented by the "Five F's" required to build revenue capacity. In this first session, we'll work through this framework, which will serve as the basis for planning, strategy and communication for the rest of your career. You'll walk away with the structure, and a simple, comprehensive way to create a plan from it.

### 2) **Modern Sales Philosophy:**

The world of selling is evolving at an accelerating rate. In this session, we'll talk through what "modern" selling is, developing a core understanding of the behavioral science of decision making, engagement and prioritization, and how to set yourself and your organization up to maximize for it. You'll walk away from this session with tactics to use around positioning, prospecting, and optimizing the buying journey.

### 3) **Building a Sales/Revenue Process:**

In this discussion, we'll identify how to create a sales process/buying journey, match that up with the current buying journey, identify potential areas of friction, and work through its importance and implementation. He'll walk away with a structure for a repeatable, scalable sales process.

### 4) **Honing Your Focus / Building Your ICP:**

Finding and honing your focus is hard. You want to sell to everyone, but some categories of companies quickly become highly distracting science projects. In this session, we'll talk through the importance of firmographic and demographic focus, and help you firmly determine which clients you'll say "yes" to (focus on), which you'll say "no" to, and what criteria you'll use to determine the gray areas/opportunities for growth. He'll walk away from this session with the most efficient path to growth via the companies & individuals you focus on.

## 5) **Building The Sales Organization:**

Now that we've determined your focus, we can begin to build and plan for a field organization to support that focus...not the other way around. What profiles should you be on the lookout for first, second and third? When should you hire, and for what? When should you hire sales operational support. We'll tackle all of these questions here. He'll walk away from this one with a path to plan for growth.

## 6) **Sales Negotiations:**

Is discounting a problem yet? How about deal predictability? Does it often feel like you need a different personality to negotiate a deal than it does to drive the purchase decision? In this session, I'll walk him through a simple, easy to implement, transparent framework for all of your pricing conversations that maximizes the value of your deals, drastically reduces discounting, and increases deal predictability.

## 7) **Building Sales Compensation Plans/Variable Comp Strategies:**

In this 1-on-1, we'll talk through how much these people cost, how to optimize compensation so they are rewarded fairly for their efforts, motivated, engaged, but not so much that we aren't a strong, healthy business. We can talk through compensation expectations for each sales role based on the market, then talk through easy to implement variable compensation structures that scale.

## 8) **Forecasting, Metrics & KPIs:**

One of the key functions of a strong leader is in your ability to predict the future. The problem? When we can measure everything, we often do. In this discussion, I'll walk him through a way to implement a surprisingly accurate forecasting approach, plus we'll talk through the metrics & KPIs that truly matter to drive proactive recognition of the state of the business - which can be used to measure, make decisions, forecast, and communicate up, down & side-to-side.

## 9) **Leadership & Building A Culture:**

In order to create a magnetic, engaged workplace, we must create an environment where your team has fun every day, loving what they do, who they do it with, and who they do it for. That starts with the leader. In this session, we'll talk through the core ways to drive a fully engaged workplace that also maximizes performance. He'll leave this session with a checklist for intrinsic motivation, so he can optimize the core culture of All Campus.

Other ways we can use the 1-on-1 coaching sessions to advance your revenue capacity include:

- Key Deal Reviews: If you have a strategic deal you want to review, I have a structure I use to dissect deal strategy, illuminate the holes so we can prioritize and plan to maximize deal likelihood and value.
- Navigating The Organization: As a step-two to the ICP discussion mentioned in topic 4, we can discuss stakeholder mapping, and a way to discover whether the person or people you're talking to are truly capable of mobilizing change within your target organizations.
- ...the structure is flexible. We can discuss and plan a session around your specific need that doesn't match the above, or, I will work to connect you with an expert who can discuss it with you.

## Connecting With Experts:

Depending on your specific challenges outside of the above - or if you'd like to 'double-click' on a topic with someone else, I've assembled a collection of experts who are willing to jump in and have virtual discussions on an as-needed basis. Some of the topics covered by this collection of experts:

- Client Success: Building an environment to support clients for life.
- The Sales, Marketing & CS Tech Stack: How to think about your technology investments, building your CRM, etc.
- Demo Strategies
- Building an Inbound engine
- Building your outbound strategies
- Recruiting for sales roles
- ...

## Community:

My ultimate goal is to build a place where the conversation doesn't end. Connection with peers, access to content, group discussions, and periodic group topic programs would be a part of this ongoing option. I'm also planning to house on-demand classes here, so he can go back and access specific programs as needed.

This will be set up as an ongoing subscription.

This is NOT set up or ready yet...but it's in process.

## Questions You May Be Thinking About:

### Q: How much is it?

A: The initial pricing is \$5,000 per quarter as explained and configured above. In some cases, clients have asked to do more sessions during a quarter, which the pricing would be adjusted to reflect.

### Q: Is this order predetermined?

A: Before the first “official” session, the engagement would start with a discussion to understand your current organization, approach and existing revenue capacity foundation. I highly recommend that our first “official” session together is the one listed first under the areas listed above (The Five F’s of Building Revenue Capacity). However, after that session, we can pick and choose the order based on your specific needs and requirements.

### Q: Can we just sign up for a month, or single sessions?

A: I’m flexible, but wouldn’t recommend it. To maximize you and your organization’s potential, you’ll want to learn, apply, make mistakes, revisit, adjust and execute. While you’ll learn simple philosophies, methods, and tactics that you can apply that day in each session, just stopping after one or two pillars won’t lead to a strong foundation - unless you’ve got the others already firmly in place.

### Q: How many people from our side can attend these virtual sessions?

A: What I’ve found is that these sessions are best when the number of attendees is just 1, but are still highly effective up to three. So, if you are a founder, and want to bring your co-founder, head of sales, or someone specifically needing to learn the topic, that’s totally cool. These sessions are designed to help you learn, build and grow. They are best when they are free of inhibitions around asking questions, applying the learnings, and not meant as a “group” workshop. I offer those separately.

### Q: Do you have anything we can use to justify the ROI?

A: A big reason why I’m so excited about this is the potential payoff. While it’s often difficult to calculate an ROI directly correlated with this type of engagement, here’s the way I’m thinking about it:

Sales results are a calculated combination of four things:

- Your number of qualified deals multiplied by...
- Your deal sizes multiplied by...
- Your win rates - all divided by...
- Your cycle lengths.

Small changes in each of these categories lead to multiplied results. In other words, if you increase your number of qualified deals, your deal sizes and your win rates by just 5% each, then reduce your cycle lengths by 5%, you'll grow your results by over 22%. Trust me - no matter the numbers, the math always works.

What is 5%?

- If you have twenty qualified deals, it's adding just one more.
- If your average deal size is \$20k, it's pushing that up to \$21k.
- If you win five out of every twenty deals you qualify, it's winning just one more.
- If your cycle lengths are typically 60 days, it's shrinking that by just 3 days.

Achieve all four of those bullets, your growth will be 22%.

Through this engagement, my goal would be to:

- Give you all the tools to set your organization to maximize its revenue capacity
- Give your leader, as an individual, the foundational expertise to maximize their own potential, grow as a leader, and have a fulfilling career.

The content I would use during the 1-on-1's is what I teach to organizations today in more formal workshop settings.

The frameworks are easy to learn, easy to implement, and result in quick ROI.

For example, the negotiation approach I teach alone has impacted companies to where discounting has gone down > 20%, and one company in the SaaS space reported a "7-figure impact on revenue in just 6-months". These teachings consistently help companies quickly establish additional opportunities to work on, raise deal sizes, raise win rates, and shrink cycle rates.

At the \$5k per quarter investment, I can't imagine the ROI not being quickly realized.

#### Q: Why you?

A: This offering encompasses both my passion and my expertise. For as long as I can remember, I have been enamored with behavioral and decision science research. Combine that with my love for sales methodology/philosophy and learning theory, I've opened doorways to simple solutions to everyday sales, leadership and learning challenges.

By way of background, I'm the author of the 3X award-winning book, *The Transparency Sale* (Best "Sales & Marketing" Book of 2020 | Independent Press Awards, National Indie Awards and The American Book Awards), spent the last few years as Managing Director of Chicago's VentureSCALE, and a speaker & workshop leader as Principal of Sales Melon LLC. Previously, I had

spent almost 4 years building the revenue capacity of Chicago's PowerReviews from the ground up as their Chief Revenue Officer...turning it into Illinois' fastest-growing tech company. Prior to that, I held sales leadership roles with 3 other tech companies, where I helped drive the organization to a successful IPO and a \$2.7B exit through the acquisition by Salesforce.com. I'm a former American Business "Stevie" Award winner for VP of WW Sales of the Year, and also once owned & operated a sales training company.

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