



Turning Sales Chaos into Scalable Growth

THE CHALLENGE

Many companies — even those well past “startup” — struggle to scale sales because:

- Sales processes are messy, inconsistent, or non-existent.
- CRMs are underutilized (or don't exist at all).
- Reps are left to “figure it out” without training or playbooks.
- Leadership has no clear visibility into what's driving revenue.

The result? Chaos, missed opportunities, and unpredictable growth.

THE SOLUTION

I help companies replace sales chaos with scalable systems that deliver predictable growth.

How I do it:

- 1. Enablement & GTM Strategy** – Creating playbooks, training, and sales motions that reps can execute consistently — while aligning go-to-market strategy with revenue goals.
- 2. Sales Operations & CRM** – Designing the systems, processes, and reporting that replace chaos with clarity, giving leaders visibility into performance and the ability to scale.
- 3. Fractional Sales Leadership** – For founder-led or under-resourced teams, I step in as a fractional Head of Sales to provide leadership, coaching, and accountability until a permanent structure is in place.

PROVEN RESULTS

- Doubled new customer acquisition in under a year
- Built first sales team @ 3X+ channel revenue growth in year one
- Designed and implemented GTM systems that consistently increased leads and conversions

READY TO SCALE?

If your sales organization feels more like chaos than a system, it's time to build for scale.

