

Turn the growth thesis into a precision go-to-market engine.

Executive Snapshot

The Problem

PE-backed companies rarely stall because the strategy is wrong. They stall because translating that strategy into execution is left to interpretation. The fund outlines where growth should come from, but it is up to the management team to decide how to act. Without structured data, shared definitions, or a repeatable targeting model, teams pull in different directions. Sales chases the wrong accounts. Marketing spreads spend across too many segments.

Our Solution

We build the go-to-market system that turns growth strategy into coordinated execution. This isn't just an ICP exercise; it's a full segmentation and activation model. Not theory, real data. We embed it into your CRM, dashboards, and systems so every GTM motion, including sales, marketing, and RevOps, knows exactly where to focus. Execution is finally connected to the plan the fund approved.

Your Impact

- In 8 to 12 weeks, targeting becomes the backbone of GTM execution.
- Sales focuses on the right accounts.
 - Marketing spend aligns to high-potential segments.
 - Territories and quotas reflect real opportunity.
 - CRM supports forecasting and pacing.
 - RevOps gains a model for plan alignment.

Key Improved KPI's

↑ Win Rate

↑ Rep Selling Time Efficiency

↑ Territory & Quota Fairness

↑ Execution Consistency

↑ Lead Quality

↑ Marketing Attribution Accuracy

↑ Forecast Confidence

↑ Revenue Plan Alignment

Aligning to the PortCo Lifecycle

Every PortCo goes through predictable stages. Targeting decisions matter most at the start, early choices shape the trajectory, later ones fine-tune it.

	Day 0	0-12 Month	Year 1-3	Year 3-5	Year 5+
TARGETING & SEGMENTATION BUILDER	Pressure-test ICP vs. thesis assumptions	Lock targeting and territory model before habits form	Refresh targeting for market shifts	Minor tuneups only	Avoid disruption before exit
PHASE	Commercial Diligence	Early Investment	Investment	Growth	Exit
TRIGGER	Does the market story hold up?	We need proof the growth plan is working.	We're off-plan and need to fix execution.	We need to scale without breaking	We need a clean, defensible GTM story for buyers.
STAGE EMPHASIS	Market validation, Early GTM fit check, Board confidence pre-close	Early traction, Board alignment, Operating proof	Pipeline rebuild, Operating rhythm reset, Mid-hold GTM realignment	Infrastructure to scale, Comp/territory redesign, Margin defense	Defensible GTM story, Predictable revenue engine, Buyer confidence

Why This Matters Now

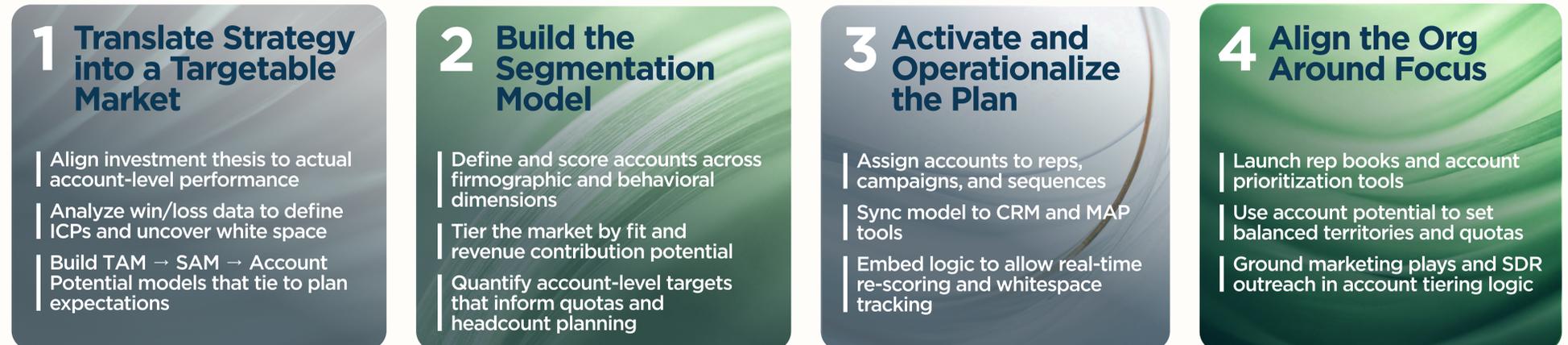
You've seen the symptoms, now here's what they mean:

- ▶ **The thesis is clear, but execution is murky.** Strategy is stuck in slides. You can't trace segments to accounts or pipeline coverage.
- ▶ **Sellers are flying blind.** Huge lists. No prioritization. High-fit accounts get ignored. Sales time is wasted.
- ▶ **Marketing is spending blind.** Campaigns chase vague ICPs. SDRs get flooded with noise. Attribution is broken.
- ▶ **Territories and comp are unbalanced.** Assignments based on zip codes, not TAM or white space. Reps miss plan. Pacing fails.
- ▶ **CRM is full of noise.** No scoring. No segmentation. No way to connect CRM activity to the board model.
- ▶ **The board asks, "Are we on track?"** leadership can't tie account activity to revenue expectations with confidence.

Our Solution

What We Do

We architect the segmentation engine that ties your growth strategy to repeatable execution and makes the Revenue Plan operational.



Segmentation is not just a strategic exercise. It's an operating model that unlocks forecast accuracy, territory design, and resource planning. All tied to the Revenue Plan.

How We Deliver

ACTIVATION

Discover and prepare environment, people, data, and tools

Align on investment thesis and GTM goals. Diagnose data and define ICP.

TRACTION

Execute work and deliver results

Score accounts. Build tiers. Validate logic. Define outputs and KPIs.

ENABLEMENT

Build client capability and readiness to sustain

Wire model into systems. Launch execution tools. Train teams.

TARGETING OPERATIONAL



Case Study / Proof Point

Company / Segment Construction SaaS

Challenge Sales team overwhelmed by 500+ unprioritized accounts. Poor conversion. SDRs and marketing lacked direction. Revenue Plan assumptions felt ungrounded.

What We Did Built scoring model, enriched CRM data, tiered accounts by revenue potential, aligned execution across GTM.

Results

2x | increase in win rate on A-tier accounts

30% | faster sales cycles

40% | improvement in MQL-to-opportunity conversion

Fix the Focus

[Click or scan](#) to schedule your free assessment and start prioritizing the accounts that actually matter.

