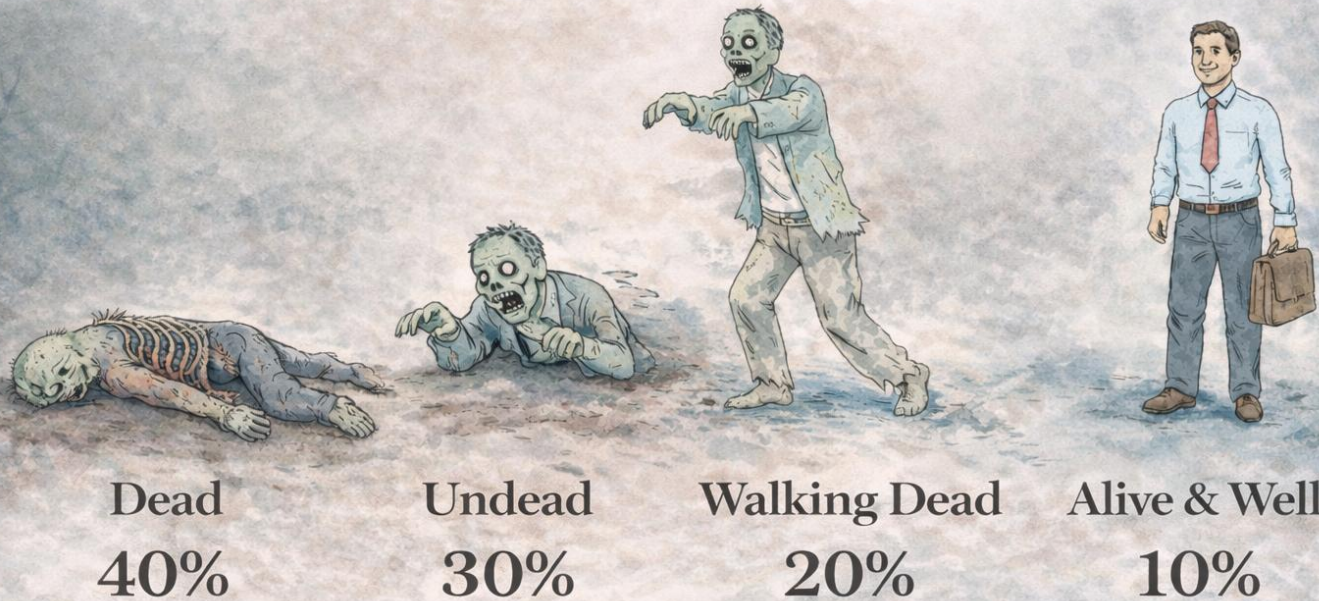


FROM “ZOMBIE” DEALS TO PREDICTABLE GROWTH



💡 Business Case → 🏗️ Outreach Engine → 🤝 Deal Strategy

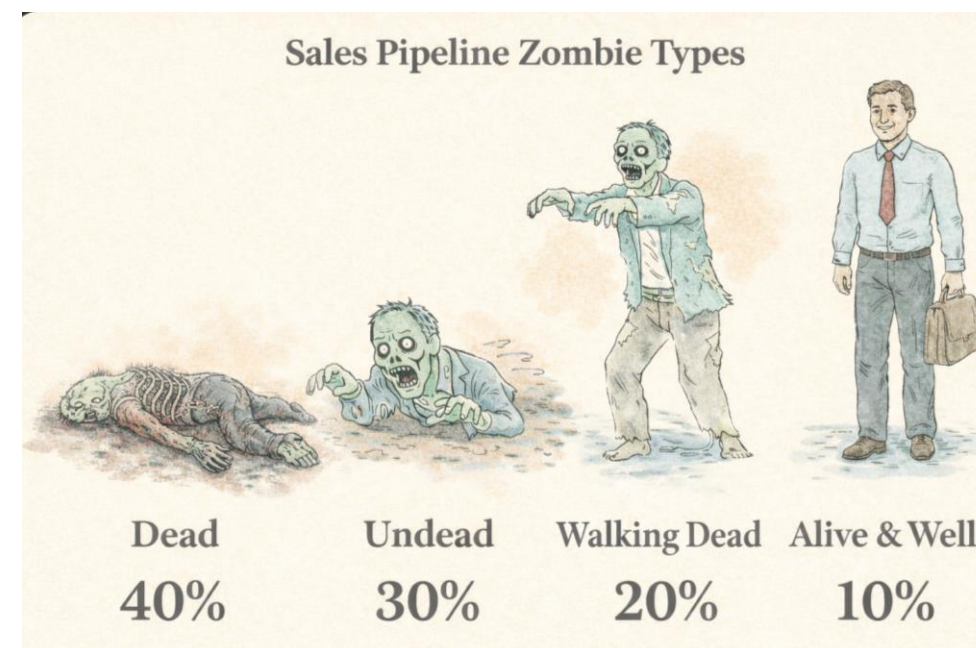
We help CEOs turn zombie pipelines into **predictable growth**.

We help you fix the three biggest issues: unclear business case, inconsistent outreach, and deals that never close.

BEWARE: ZOMBIES AHEAD!

Silicon Valley has learned analytically that, in every tech company's pipeline:

- 40% of all deals will be **DEAD**
- 30% will be **UNDEAD**: they refuse to die but continue to absorb focus and resources
- 20% will be **WALKING DEAD**: small, low value customers
- 10% will be **ALIVE & WELL**: your moneymakers



IT'S EXHAUSTING...

- Do you feel like you're starting to hit the rev limiter?
- Is your sales team busy, but closing deals is unpredictable?
- Are your forecasts hopeful, but revenue falls short?
- Do you keep seeing the same old deals resurface?



PROBLEM

- Pipeline looks full, but too many “zombie” deals
- Motion gets mistaken for progress
- Messaging inconsistent with business case
- Lead gen depends on heroics



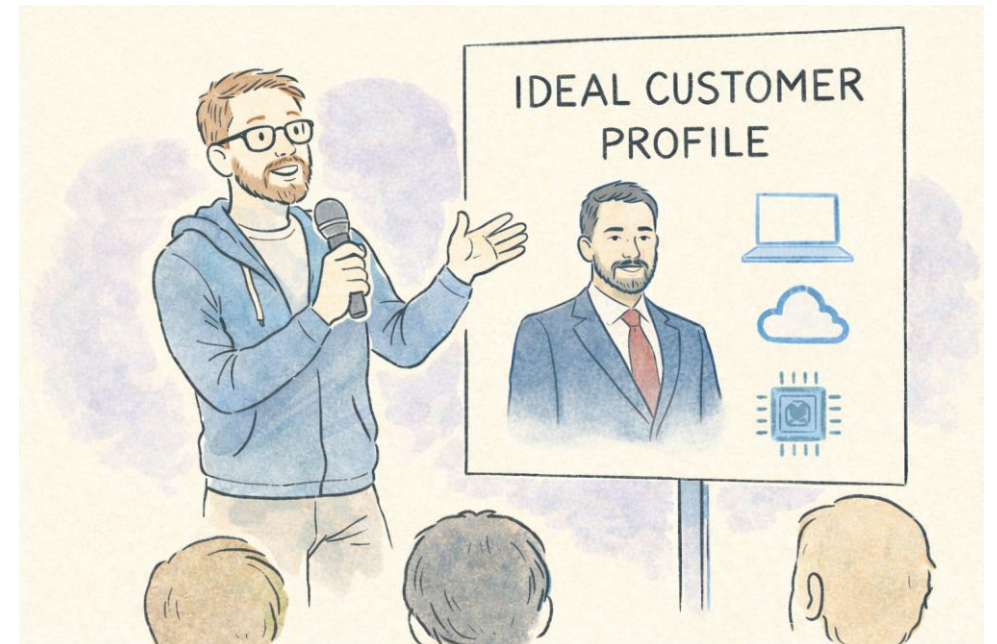
IMPACT

- Deals can go overtime and then stall
- Resources and energy are burned on weak opportunities
- Board and cashflow anxiety increases
- Growth feels fragile & often exhausting



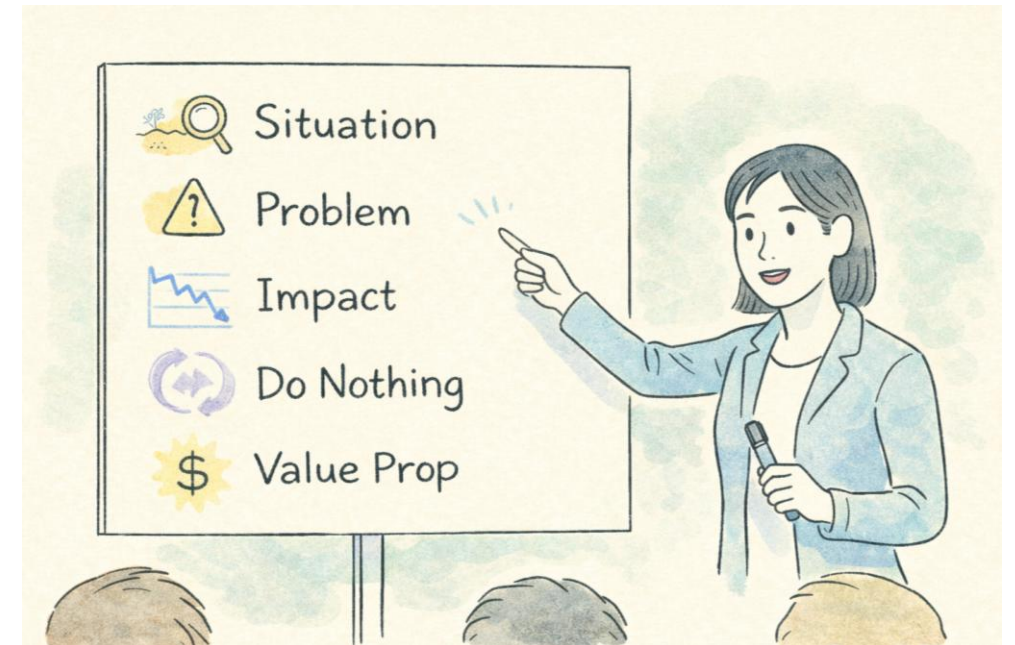
DISCOVER

- Identify the real buyer
- Clarify their painful, urgent problems
- Map where buyers come from and spend time
- Find the signals that rise above the noise



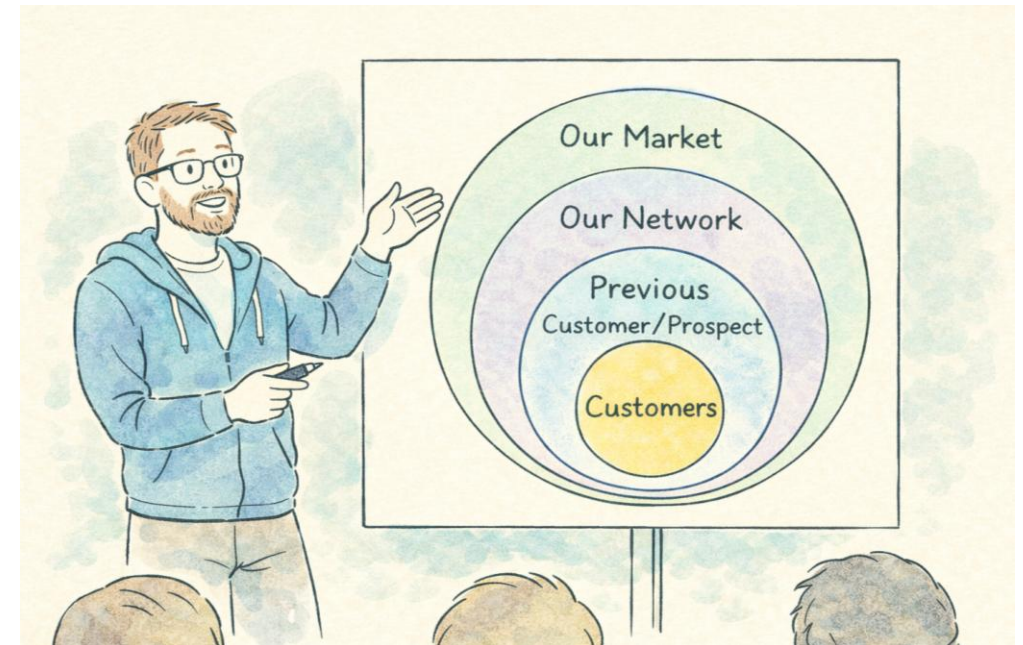
DEVELOP

- Crystallise a clear business case
- Quantify the impact and urgency
- Sharpen your value so it will survive scrutiny
- Create a commercial framework that buyers understand



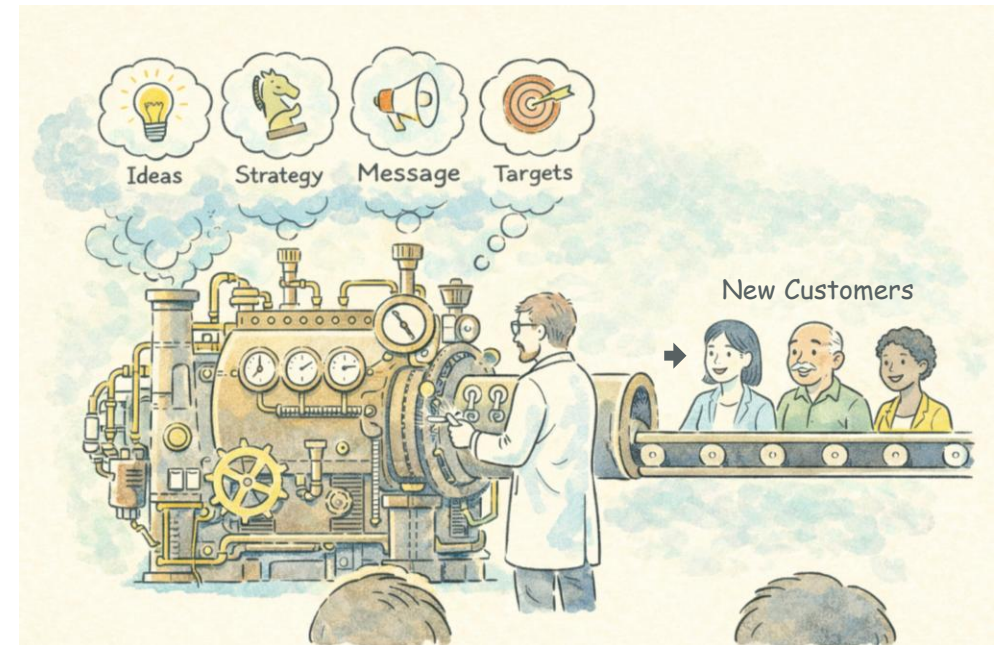
DISCUSS

- Start with the inner circle, your current customers
- Extend out one ring: former customers and prospects
- Extend out further to your network
- Finally, target new contacts in your market



DESIGN THE ENGINE

- Turn this clarity into an engine, not just a campaign
- Outreach & deal strategy are all shaped by business case
- Consistent, repeatable conversations
- Runs without constant reinvention



WHAT YOU GET

- Crystal clear business case, ideal customer profile & messages
- Intelligent outreach engine with human interaction & follow-up
- Deal strategy based on business case, not features
- Revenue confidence, not forecast anxiety



NEXT STEPS

- Short 5-question diagnostic conversation
- Pressure test some deals in your pipeline
- Identify gaps: As Is > To Be
- Design the first engine test loop

