



The First 90 Days: Turning GTM "Slideware" into Revenue Reality

Most Private Equity Value Creation Plans (VCPs) look brilliant in a boardroom deck. But the friction begins when that "slideware" hits the sales floor. In any transformation mandate, the first 90 days are critical. So how do you make a fast start?

In most organisations the answers are already there – it's about joining the dots, uncovering the talent and improving communication. You shouldn't go in with rigid plan but build on what is there by following a proven framework. This isn't just about "coaching"—it's about re-engineering the engine.

I use the following framework to drive EBITDA uplift from Day 1:

Phase 1: The Diagnostic (Days 1-30)

- **Audit the Leakage:** Where is the pipeline stalling? Is it a lead gen issue, a discovery gap, or a closing friction? From this you identify short- and medium-term solutions.
- **Stakeholder Alignment:** Ensuring the Board, the CEO, and the Sales Floor are speaking the same language. Find the gap and address it.
- **The "Truth" Report:** A transparent assessment of current challenges, the talent and the tech-stack.

Phase 2: The Architecture (Days 31-60)

- **Foundational basics:** We move from "hero-led" selling to a repeatable framework with a focus on basics like ICP, GTM and pipeline hygiene.
- **Enablement Playbooks:** Creating the assets that address ICP concerns and add value to seller engagements.
- **Data Hygiene:** Reviewing CRM usage and reporting so it provides a "Single Source of Truth" for investor reporting.

Phase 3: The Velocity (Days 61-90)

- **Coaching the Coaches:** Scaling the leadership team so the transformation outlasts my tenure. Focus on communication cadence and minimum standards.
- **Execution Sprints:** Focusing on "High-Velocity" wins to prove the new GTM model works. 2-week sprints to verify approach, lots of communication.
- **Predictable Forecasting:** Moving from "hope-based" sales to data-driven revenue outcomes. Using prior forecasts to highlight focus areas.

The Result? A sales organization that is no longer a "black hole" to investors, but a transparent, scalable asset building towards repeatable growth and exit-readiness.

If you're a PE Operating Partner or a CEO/CRO looking to move beyond the "strategy deck" and into actual GTM results, let's talk.

#ValueCreation #SalesTransformation #GTM #PrivateEquity #RevenueEnablement