



INCREASE “WIN RATE” SALES AUDIT

Turn early sales success into a scalable, reliable sales engine

INTRODUCTION - THE BUSINESS CHALLENGE

In early-stage companies, revenue often begins with founder-led momentum: networking, referrals, warm introductions, and sheer responsiveness to interest wherever it emerges. And while you are doing sales, you may not have had any actual experience **managing sales as a process.** With all the other things founders do - building product, serving customers, fundraising, and managing daily operations - it can be nearly impossible to step back and analyze the sales process as a process, and to develop the sales management structure you'll need as you scale and hire sales staff.

But as you grow, your pipeline and forecast must become something you can rely on—not just something you respond to. Research shows:

- ▶ Companies with a defined sales process achieve **up to 28% more revenue** than those without one.
- ▶ High-performing teams are **33% more likely** to have a clearly structured sales methodology.
- ▶ **68% of sales reps don't follow a documented process.** That's a huge opportunity gap.

Many founders simply don't have the time—or the specialized sales leadership background—to architect a buyer-aligned sales process from scratch. Yet this clarity is exactly what you'll need as you scale from founder-driven selling to a repeatable, team-driven sales engine. Hiring a sales manager to refine your process is a necessary step at some point, but it's a costly one before you've dialed in the approach that fits your business.

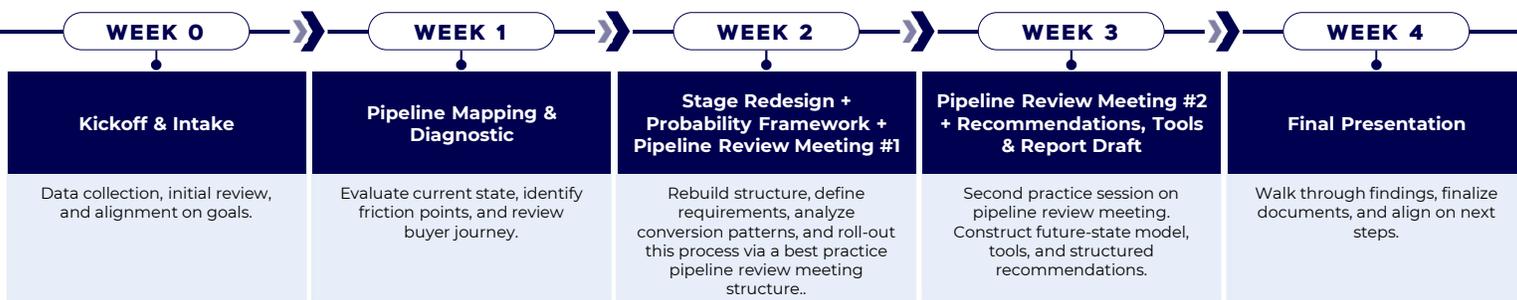
Our Scalable Sales Process Bootcamp gives you that clarity—quickly—so you can move into your next phase of growth with a process that works.

OUR APPROACH

Integrated with the outcomes it enables. Over a focused 3-4 week engagement, we take a structured, buyer-aligned view of your sales process to help you understand how deals move today—and how they could move tomorrow. Our work includes:

<p>Existing Process & Pipeline Review—from First Lead to Close 1</p> <p>We analyze your current funnel to identify where prospects gain momentum, where they hesitate, and where drop-offs are most common. This gives you a clear understanding of what's driving conversion—and what's limiting it.</p>	<p>Stage-by-Stage Mapping to Buyer Behavior 2</p> <p>We assess each stage of your process and realign it to how your customers actually evaluate decisions. This ensures your pipeline is not just linear—it's logical, meaningful, and intuitive for your market.</p>	<p>Bottleneck, Friction & Objection Analysis 3</p> <p>We identify the structural points where deals slow down or disappear, including qualification gaps, unclear handoffs, and follow-up inconsistencies. This surfaces the highest-leverage opportunities for improvement.</p>
<p>Real Deals vs Decoys Process Development 4</p> <p>We rebuild stage definitions with clear criteria so your pipeline reflects actual likelihood to close—not gut estimates—and that creates discipline on what can close, and what deals are just hanging out in your pipeline giving a false impression of pipeline health. This gives you better visibility, more accurate forecasting, and a foundation for team scaling.</p>	<p>Managing a Regular Pipeline Review 5</p> <p>We roll out the stages through live practice of a pipeline review process. This models best practice sales management for effective pipeline review meetings with the new process. Where appropriate, we will also provide practical guidance on where to refine messaging, tighten process steps, or shift timing to help buyers move more confidently and quickly through the funnel.</p>	<p>Strategic Recommendations to Accelerate Conversion 6</p> <p>We provide practical guidance on where to refine messaging, tighten process steps, or shift timing to help buyers move more confidently and quickly through the funnel. This aligns your process to growth—not just maintenance.</p>

TIMELINE (3-4 WEEKS)



DELIVERABLES & TOOLS

Comprehensive Diagnostic Report

Delivered in both PowerPoint and supporting documentation.

Pipeline Map (Current vs. Future State)

Clean, visual representation of how deals move through the funnel.

Stage Requirements & Probability Guide

Defining what must happen to move stages and how to apply true close-probabilities.

Friction & Drop-Off Analysis Workbook

A usable worksheet to help your team identify bottlenecks over time.

Leadership Presentation

A working session to walk through insights, recommendations, and actions.

All materials are designed to be used long after the engagement ends—especially as you grow your team or onboard your first sales hire.

INVESTMENT

Fixed Fee \$5,000

Includes analysis, leadership sessions, tools, and final report. Accelerators (Sales Playbook, onboarding design, etc.) available separately.

ABOUT VARROOM

Varroom brings more than two decades of experience helping early-stage and growth-stage companies build and scale high-functioning sales engines. Our work is grounded in real operating experience—not theory.

Founder **Rick Rattray** began his career in the renowned Xerox sales training program, one of the most respected in the industry. Since then, he has led and transformed commercial teams across multiple sectors and at sizes ranging from early-stage startups to teams exceeding **\$300M in sales quota** and sales teams of up to 200+ reps. We have built go-to-market systems, launched channel strategies, and guided leadership teams in creating the clarity and structure needed for predictable growth.

We deliver systems that give founders traction, focus, and momentum.

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Turn early sales success into a scalable sales engine while practicing the process of sales management.



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4 Real Deals vs Decoys Process Development

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5 Managing a Regular Pipeline Review

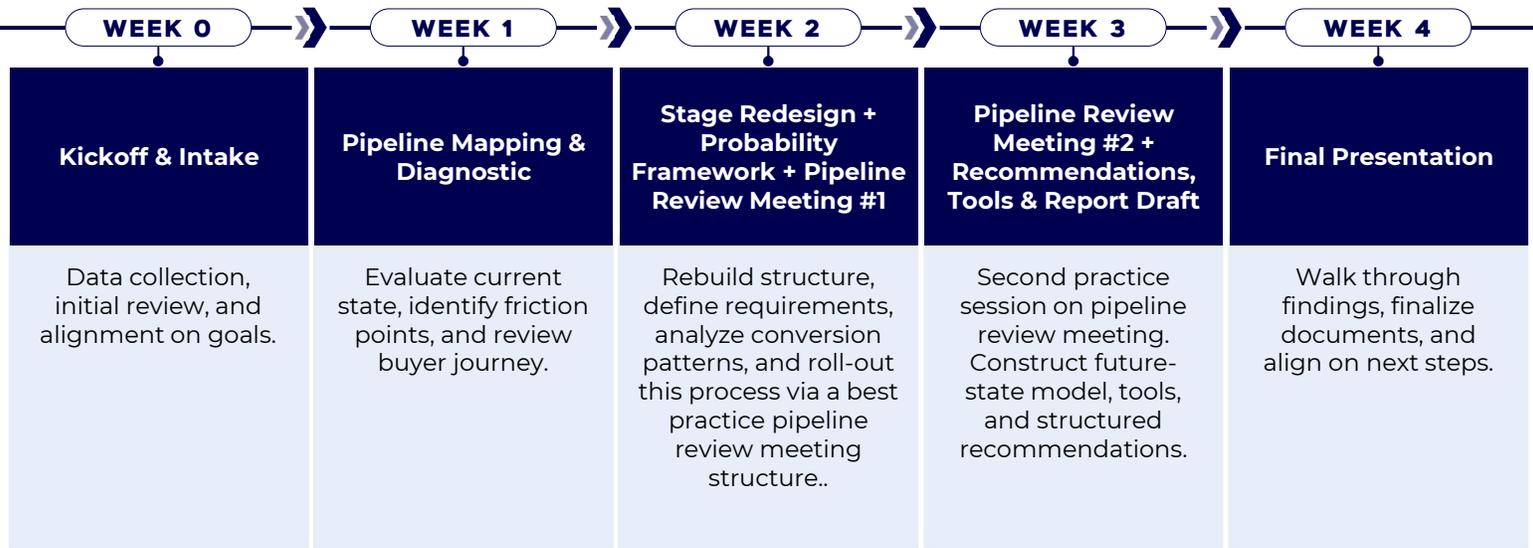
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6 Strategic Recommendations to Accelerate Conversion

We provide practical guidance on where to refine messaging, tighten process steps, or shift timing to help buyers move more confidently and quickly through the funnel. This aligns your process to growth—not just maintenance.

OPTIONAL SLIDE

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