

Calibrate

INSIGHT. DIRECTION. APPLICATION | YOUR SALES REALITY CHECK



You can't fix what you can't see

Opportunities are stalling. Forecasts are off. So what's really causing the gap? Is it process? Performance? People?

It's hard to fix what you can't see. And when you're deep in the weeds, blind spots form fast. Most sales leaders don't need more effort - they need visibility.

That's where **CALIBRATE** begins. This is your opportunity to step back, assess the full picture, and uncover the structural weaknesses that are quietly holding back revenue growth. It's a focused, practical diagnostic - not a generic health check. **CALIBRATE** exposes the "grit in the oil" and builds the foundation for smarter, more strategic sales execution.

A commercial diagnosis:

In partnership with your senior commercial stakeholders, we walk through a structured, in-person audit designed to:

- Reveal what's really stopping deals from closing
- Identify gaps in process, positioning, performance and pipeline
- Prioritise where the business is leaking revenue or wasting effort

You'll leave with clarity, evidence-based direction, and the confidence to take action.

"I haven't ever seen a sales audit that didn't have a +100% ROI within days." - Morton Kyle

The Return on Investment

Sales audits aren't just diagnostic exercises - they're high-leverage investments. When done right, they deliver the kind of insight that prevents wasted effort, accelerates growth, and strengthens leadership decisionmaking. CALIBRATE helps you redirect energy toward what truly drives performance by highlighting where time, money, and talent are being misapplied - often in plain sight.

By eliminating low-impact strategies, refocusing your team on high-potential opportunities, and bridging the gaps between marketing, sales, and leadership, CALIBRATE creates a clear, actionable roadmap for growth. Businesses that audit, adapt, and see measurable improvements in pipeline velocity, win rates, and forecast accuracy - all without adding headcount.



Three options. One outcome: Clarity

Choose the option that matches your urgency, ambition and outcome



Audit Only

Ideal for leaders who want visibility fast.

- In-person, 2-hour guided audit session
- Full RAG-rated Sales Scorecard
- Foundational action summary report



Audit + Action Plan

For leaders ready to move from insight to implementation.

- Everything in 'Audit Only'
- Detailed, tailored Sales Action Plan
- Follow-up online delivery of plan to key stakeholders



Audit, Action Plan + Accountability

For leaders who want guaranteed results

- Everything in 'Audit + Action Plan'
- Monthly online accountability calls
- 90-day in-person sign-off session to assess results
- Unlimited WhatsApp, email & phone access for advisory support

Why this matters to the board

Boards don't invest in guesswork. They invest in clarity, control, and commercial impact. CALIBRATE gives leadership teams immediate visibility into what's working and what isn't. It reduces poor decision-making, aligns sales efforts with strategic goals, and ensures the business isn't scaling dysfunction. The outcome? An efficient sales process and a predictable, reliable forecast.

More than a report - it's your next steps

You don't need another report sitting in your inbox. You don't need more theory, fluff, or more generic advice. And you definitely don't need to spend time and money only to end up with actions you can't implement.

You need sharp, practical visibility into what's working, what's not, and what to do next. CALIBRATE is built to help you act — not admire the problem. It's for businesses ready to confront blind spots, fix underperformance, and drive real change.

If you're ready to stop second-guessing and start selling smarter, let's re-calibrate your sales activity.

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