




**The Silo-Smasher** leads teams from siloed reports and mismatched goals to total visibility and alignment under a single source of truth.

With everyone on the same page, you bring transparency to the entire revenue team to smash through organizational goals and drive predictable growth.



**The Conductor** is the upholder of the process. Your passion for communication, cadences, frameworks, and metrics helps everyone know what they need to do and when they need to do it.

By providing rigor and frameworks, you create freedom for increased creativity and elevated performance.



**The Connector** knows that revenue is a team sport and that what happens before or after the sale is just as important as getting that signature.

Because you dig a level deeper and go that extra mile to foster relationships, you understand how to keep teams aligned through collaboration and trust.



**The Transformer** is an innovation master. You leverage every lesson to identify the next steps and strategically drive business growth.

By encouraging diversity of thought and harnessing tools to pressure test assumptions, you make your revenue process more efficient and predictable.



**The Architect** builds a predictable revenue engine by taking a step back and looking at the whole picture.

Your winning strategy centers around building a scalable foundation through hiring, coaching, enablement and process, keeping the right people informed, empowered and aligned at all times.