



The Challenge

Traditional sponsor value creation levers of balance sheet engineering, cost cutting and acquisition are no longer enough. Margin expansion and organic growth are critical. But difficult.

The Opportunity

The Quality of Sales Framework empowers sponsors to empirically understand the potential of a sales team to execute on the investment thesis, to integrate quickly, to hire effectively, and to discover root causes of underperformance.

Use Cases Across the Deal Lifecycle



Due Diligence. Understand the current team's potential to execute individually and in aggregate.



Growth. Identify and diagnose any barriers to the achievement of milestones and revenue KPIs.



Integration. Shorter runway to revenue and margin KPIs.



Hiring. Engineered process and predictively accurate assessment (21 sales-specific competencies) to confidently hire 2nd standard deviation talent.

Who Benefits



Sponsors. Confidently model growth, accelerate integration, hire superb talent, and troubleshoot problems.



Owners. Pull the critical levers to optimize valuation.



Investment Bankers. De-risk buyer concerns with detailed, accurate insights.

Impact

- Know the process and personnel gaps.
- Measure ability to execute your thesis.
- Accelerate integration with clear insights.
- Hire top talent, confidently.
- Discover root causes of barriers to growth.

Why it works

- Overall Revenue Effectiveness™
- Sales Infrastructure Consulting & Coaching
- Repeatable, Effective Engineered Hiring Process
- Predictively Accurate Assessments



Is Quality of Sales Right for You?

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