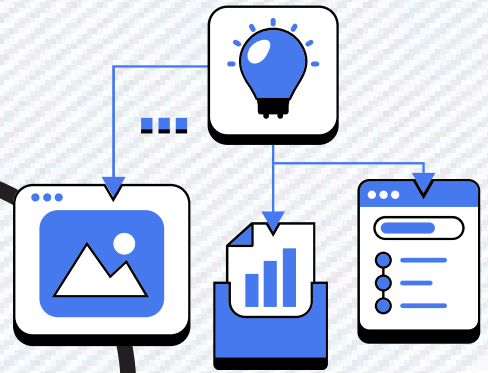


Operating Framework

A repeatable system for predictable, scalable revenue.

This framework outlines the core structure every revenue team needs to consistently create, progress, and close high-quality opportunities. It brings discipline, accountability, and clarity to each stage of the pipeline.



2

Qualification Standards

Using a simple and actionable qualification model, we establish rules for what makes a lead worth pursuing. This reduces wasted activity and improves forecasting accuracy.

1

Ideal Customer Profile (ICP) & Messaging Alignment

We define exactly who your reps should be targeting and why – supported by clear messaging your team can confidently deliver. This creates consistency and ensures time is spent on opportunities with the highest likelihood of closing.

3

Discovery & Needs Assessment

Your reps receive a structured approach for uncovering real business problems, confirming urgency, and identifying the decision-making process. Better discovery leads to stronger proposals and fewer surprises late in the deal.

4

Proposal & Solution Alignment

We standardize how solutions are presented so every customer receives a clear, value-driven recommendation. The focus is on clarity, alignment with pain points, and a professional buying experience.

5

Deal Progression & Follow-Up Cadence

This includes stage-by-stage expectations, exit criteria, and consistent follow-up practices that keep deals moving. Reps always know where they are in the process – and what comes next.

6

Forecasting Rhythm

We create a predictable weekly and monthly forecasting structure that eliminates sandbagging, guesswork, and end-of-quarter surprises. Leadership gains visibility, and reps gain confidence in their pipeline.

8

Coaching & Accountability

Lastly, we implement a coaching system built around pipeline reviews, one-on-ones, and deal strategy sessions. Every rep receives the support they need, and leaders gain a framework for driving continuous improvement.

7

CRM Structure & Data Expectations

A clean CRM fuels accurate reporting and better decision-making. This section defines required fields, activity standards, and stage rules that ensure data consistency without overwhelming the team.

Let's talk through your goals and identify the right framework for your business. Start your sales transformation today by visiting Grudecki.com or calling 630-885-6257!

