

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.



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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.

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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.

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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.

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.

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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.

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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.

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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.

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.

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

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