



EMPOWERED ENGAGEMENT

CONSULTING

# STRATEGIC GROWTH GUIDANCE FOR B2B SAAS & TECHNOLOGY SERVICES FIRMS

FRACTIONAL CRO

2024





**AT EMPOWERED ENGAGEMENT CONSULTING,  
WE SOLVE COMPLEX BUSINESS PROBLEMS  
WITH CREATIVITY AND PASSION, ALWAYS  
READY TO LEARN SOMETHING NEW.**

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We provide a focus on strategic planning, product development, marketing, branding, and partnerships. Together with other members of the executive team, your CRO will execute on the corporate strategic plan – focusing on the expansion of customer segments and business partnerships – and ultimately strengthen revenue operations. The CRO will also be instrumental in creating a strategic plan for boosting revenue streams.

**Empowered Engagement Consulting Fractional CRO was created to help B2B SaaS and technology firms with strategic growth guidance and the hands-on implementation needed to get it off the ground.**



## WHAT WE DO

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- ✓ We partner with senior leadership or CEO to **execute the current corporate strategic plan and develop additional plans.**
- ✓ If no **corporate revenue plan**, we can create one from scratch in alignment with CEO vision.
- ✓ **We ensure performance, strategy, and alignment** of the company's revenue-generating departments.
- ✓ **We create and/or manage the global sales team** to drive business growth across all customer segments, and share responsibility with the marketing department for improving strategy and customer experience.
- ✓ **We help maximize reach and efficiency** by adding new, scalable partners in a strategic way.
- ✓ **We build and foster creative teams** that are committed to our culture of innovation.
- ✓ **We build** and improve existing sales pipelines or **generate from scratch**
- ✓ **We monitor the revenue pipeline and leads**; adjusting as necessary for sustainable growth.



## RESPONSIBILITIES

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- ✓ **Monitor the marketplace and analyze opportunities**, providing competitive strategies and tactics.
- ✓ **Remain well-connected with customers** to ensure that their needs are being factored into the product development and enhancement cycles.
- ✓ **Implement or enhance an end to end customer feedback process** to improve product development, positioning to the market and effective marketing strategies.
- ✓ **Collaborate with the finance, product management, and marketing teams** on positioning, messaging, pricing strategies, and business models for achieving revenue goals.
- ✓ **Identify and resolve issues** across the marketing, sales, and account management teams.
- ✓ **Participate in contract negotiations.**



## SKILLS & QUALIFICATIONS WE BRING

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- ✓ **Fifteen plus years in diverse global leadership** and hands on revenue producing roles, driving and implementing revenue growth.
- ✓ **Proven track record of growing revenue** through new-product development, marketing, branding, and partnerships.
- ✓ **Significant experience** in general management and P&L supervision.
- ✓ Ability to craft and execute a **business strategy** effectively.
- ✓ Experience in **making decisions based on business metrics**.
- ✓ **Inspirational leadership style** and hands-on approach.

## ADDITIONAL EXPERIENCE

- Strong technical experience with CRM systems like Hubspot, and other business productivity tools
- Master's in Business Administration
- Design Thinking Certified
- Firsthand startup experience as a Founder
- Setting up relevant Key Performance Indicators for Startups



## UNIQUE PERKS OF WORKING WITH US

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- ✓ **Gain access to The Scale School Sales Trainings** for Founders and Sales Teams from Empowered Engagement at a discount.
- ✓ We are more than strategy - **we roll up our sleeves and attend Sales Calls.**
- ✓ **Inclusive of our own Business Development Representative for revenue operations**, saving you a necessary hire.
- ✓ **We mentor Founders** on B2B Sales and Best Practices.



## CAN'T AFFORD TO WAIT TO BEGIN BUILDING YOUR ROBUST GO TO MARKET PLAN FOR FUTURE, REPEATABLE, PREDICTABLE GROWTH?

**20 HOURS** (APPROX 5/WEEK)

**\$5,000** PER MONTH

### CONTRACT INCLUDES

- ✓ **Advisory**
- ✓ **Roadmap Creation**  
Framework Creation for Founder to Follow
- ✓ **Direction to Your Existing Sales & Marketing Resources to Execute**

**40 HOURS** (APPROX 10/WEEK)

**\$8,000** PER MONTH

### CONTRACT INCLUDES

- ✓ **Advisory**
- ✓ **Roadmap Creation**  
Framework Creation for Founder & CRO to Follow
- ✓ **Responsible for Sales Outreach & Discovery Meetings Booked**
- ✓ **Marketing Campaigns Structured & Automated**

**80 HOURS** (APPROX 20/WEEK)

**\$15,000** PER MONTH

### CONTRACT INCLUDES

- ✓ **Advisory**
- ✓ **Roadmap Creation**  
Framework Creation for CRO Organization to Follow & Inform Founder
- ✓ **Take Sales & Marketing Off Your Plate**
- ✓ **Contract Negotiation Guidance**
- ✓ **Proposal Generation**



CONSULTING

# SUMMER SPECIAL

ENJOY THE SUMMER & RETURN TO PROSPECT MEETINGS ON CALENDAR THIS FALL!

**\$2,000** PER MONTH FOR 5 MO.  
OR A ONE-TIME PAYMENT OF \$8,000

- ✓ 1000 LEAD OUTREACH
- ✓ PROSPECT MEETINGS BOOKED DIRECTLY TO YOUR FALL CALENDAR

## MAY

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- ✓ Kickoff Meeting
- ✓ Positioning
- ✓ Messaging
- ✓ Customer Avatar Alignment
- ✓ List of Prospects Confirmed

## JUNE - AUGUST

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- ✓ 1000 CUSTOMER OUTREACH
- ✓ Tailored Meeting Requests with Research
- ✓ Includes 2 Follow-Ups

## SEPTEMBER

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- ✓ Report Out Meeting
- ✓ Prospective Customer Meeting Booking Review





**CONTACT US TODAY**  
START YOUR JOURNEY TO STRATEGIC GROWTH

✉ [KELLEY@EMPOWEREDENGAGEMENT.COM](mailto:KELLEY@EMPOWEREDENGAGEMENT.COM)



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