

SALES ENABLEMENT & REVENUE READINESS

Illustrative Signal + Sprint Handback Pack

One example of senior revenue execution in practice: a defined sales-execution workstream diagnosed, built in the client environment, measured, and handed back ready to run.

01 · DIAGNOSE Replace assumptions with evidence Define one workstream. Inspect the real workflow, data, systems, and behaviour.	02 · BUILD Create the working field system Standards, workflow, manager rhythm, onboarding, and measurement.	03 · EMBED Put the standard into real work CRM, live calls, deal reviews, coaching, and certification - not shelfware.	04 · HAND BACK Leave clear ownership Runbook, scorecard, named owner, review cadence, and 30-day transition.
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ILLUSTRATIVE CLIENT PROFILE

Mid-market B2B SaaS	SDR + AE team	EMEA	Existing CRM + call-intelligence stack
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WHAT THIS IS

A worked example of the structure and level of detail a LYNR engagement can produce. It uses no client data and is not presented as a client case study or guaranteed outcome.

LYNR works across Revenue Operations, Marketing Operations, CRM/data, lifecycle, handoffs, pipeline, forecasting, sales execution, enablement, automation and AI. This pack focuses on one sales-execution example.

WHAT THIS SAMPLE SHOWS

One problem. One build. One clean handback.

The proof is not a strategy deck. It is the quality of the evidence, the specificity of the build, and the ownership left behind.

THE ILLUSTRATIVE PROBLEM

The team has plenty of content and activity, but sales execution varies by rep and manager. Qualification is inconsistent, playbooks sit outside the workflow, onboarding is content-led, and managers inspect pipeline more consistently than they inspect behaviour.

SIGNAL

A five-working-day diagnostic for one defined workstream. It establishes the evidence, root cause, commercial impact, priority, and smallest useful intervention.

SALES ENABLEMENT & REVENUE READINESS SPRINT

A four-week build that creates the field standards, workflow, manager rhythm, onboarding path, and adoption measures the team will actually run.

CLIENT-OWNED OUTPUT

Assets are built in the client environment, documented, assigned to a named owner, and delivered against a written Definition of Done.

MEASURED ADOPTION

Success is tracked through agreed leading and lagging measures such as ramp time, qualification completeness, stage conversion, coaching cadence, and handoff quality.

OPERATING PRINCIPLE

Training supports the build; it is not the product. The standard is embedded into real workflow and live deals, with manager reinforcement and clear ownership so the system can run without LYNR.

EXAMPLE SIGNAL FINDING

The issue is not missing content. It is inconsistent sales execution.

Illustrative finding 03 of 08 · Sales execution and adoption

Current state	Sales standards exist in separate documents and manager habits. Reps do not experience one consistent workflow from qualification through close.		
Evidence	Call reviews show variable discovery depth. CRM evidence is completed inconsistently. Managers use different deal-review questions. New-hire milestones are not tied to observed capability.		
Business impact	Meeting quality, stage progression, and forecast confidence vary by team. Enablement becomes shelfware, ramp takes longer, and performance depends too heavily on individual managers.		
Build priority	PO	Build the execution standard before adding more training content or tooling.	

RECOMMENDED INTERVENTION

Sales Enablement & Revenue Readiness Sprint

Build one shared discovery and qualification standard, embed SDR and AE plays into CRM workflow, establish manager call/deal-review rhythms, create role-specific onboarding and certification, and measure adoption through a named scorecard.

MEASURED THROUGH

RAMP TIME	STAGE CONVERSION	QUALIFICATION COMPLETENESS	COACHING CADENCE
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DIAGNOSTIC SNAPSHOT

Eight evidence lenses inside this workstream.

Signal is bounded to the agreed workstream. These lenses show where the execution failure originates, what is already working, and what must be protected before anything is built.

EVIDENCE LENS	STATUS	ILLUSTRATIVE EVIDENCE
Business & GTM context	GREEN	Commercial priorities, ICP and priority sales motion are broadly clear.
SDR meeting quality	AMBER	Activity is visible, but qualification and feedback loops vary by manager.
AE discovery & qualification	RED	Discovery depth, MEDDPICC evidence and stage progression are inconsistent.
Manager reinforcement	RED	1:1s, call reviews and deal reviews are not run to one observable standard.
CRM evidence	AMBER	Required fields exist, but the selling workflow does not reliably produce the evidence.
Onboarding & ramp	RED	Onboarding is content-led, with limited milestone or certification gates.
SDR-to-AE handoff	AMBER	Context and qualification quality vary by meeting; AE feedback is inconsistent.
Adoption readiness	AMBER	Executive sponsorship exists; manager capacity and named adoption ownership need tightening.

Typical evidence: stakeholder interviews, CRM fields and stage history, call samples, sequence and handoff data, onboarding materials, manager cadences, and adoption ownership. The evidence set is limited to the agreed workstream.

PRIORITY MATRIX

The build starts with the highest-leverage gaps.

Not every weakness becomes a Sprint deliverable. Build priority reflects commercial impact, execution risk, dependency, and the client's capacity to absorb change.

BUILD PRIORITY	GAP	COMMERCIAL IMPACT	RECOMMENDED BUILD
P0	Discovery & qualification standard	Deals progress without one observable standard.	Build a five-stage discovery rubric and agreed qualification model; embed prompts and required evidence into CRM.
P0	Manager reinforcement rhythm	Coaching quality depends on the manager.	Create one call-review and deal-review cadence with scorecards, owners, and escalation rules.
P1	Role-specific onboarding	New hires consume content but are not certified against capability.	Create 30/60/90 milestones, shadow requirements, roleplays, and observed certification gates.
P1	SDR-to-AE handoff	Context and qualification quality vary by meeting.	Define handoff evidence, PACT fields, AE quality rating, feedback loop, and inspection rhythm.
P2	Content & battlecards	Useful assets exist but are not consistently used.	Connect only the highest-value assets to deal stages and coaching; retire material that is not used.

SPRINT RECOMMENDATION

Proceed with a four-week Sales Enablement & Revenue Readiness Sprint. Protect the existing ICP and messaging work. Focus the build on field standards, manager reinforcement, onboarding, handoff quality, and adoption measurement.

ILLUSTRATIVE FOUR-WEEK BUILD

The Sprint moves from evidence to a field system the team can run.

Each week ends with a working output, a named owner, and a decision gate.

WEEK 1**Define the standard**

- Confirm ICP, buying roles, and priority sales motion
- Agree discovery and qualification standard
- Map CRM stages, required evidence, and handoff points
- Set Definition of Done and receiving owners

WEEK 2**Build the field workflow**

- Create SDR and AE playbook structure
- Build discovery scorecard and qualification evidence
- Define SDR-to-AE handoff and AE feedback loop
- Draft manager call/deal-review templates

WEEK 3**Embed and test**

- Place prompts, fields, and approved assets into CRM workflow
- Pilot scorecards and plays on live calls and deals
- Run manager calibration and rep practice
- Refine onboarding milestones and certification gates

WEEK 4**Launch and hand back**

- Train the team on the agreed standard in real work
- Publish operating cadences and adoption scorecard
- Assign owners, review dates, and exception rules
- Complete handover pack and 30-day transition plan

WEEKLY GOVERNANCE

A weekly 20-minute decision checkpoint confirms scope, resolves blockers, and locks decisions. Working sessions continue throughout the week inside the client environment with the people who will run the system after handback.

WHAT LYNR BUILDS

A field execution system, not a folder of content.

Standards, workflow, manager reinforcement, onboarding, measurement, and ownership are designed as one operating model.

1 · SALES STANDARD	Discovery structure, qualification evidence, stage criteria, objection response, and close discipline.
2 · WORKFLOW	CRM prompts, required evidence, handoff notes, task triggers, and approved assets placed where reps use them.
3 · MANAGER RHYTHM	Call review, deal review, 1:1 coaching, forecast inspection, and certification cadence.
4 · ONBOARDING	Role-specific 30/60/90 milestones, shadows, roleplays, observed calls, and capability gates.
5 · ADOPTION	Named owners, scorecard, review dates, change champions, exception rules, and a process for updating the playbook.

THE DIFFERENCE

CONTENT-ONLY ENABLEMENT Content is delivered, attendance is tracked, and behaviour is left to individual managers and rep judgement.	LYNR EXECUTION The standard is built into workflow, practised in live work, reinforced by managers, measured, documented, and owned by the client.
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EXAMPLE OPERATING STANDARDS

A few examples from the handback pack.

The final build is adapted to the client. These examples show the level of practical detail, not a universal sales methodology.

PACT QUALIFICATION STANDARD

Every SDR-booked meeting records Pain, Access, Capacity, and Timeline before handoff. The AE re-confirms the pain in the opening minutes and rates handoff quality after the call.

STANDARD	WORKING RULE	OPERATING ASSET
Discovery	Agenda → current state → quantify impact → future state → agreed next step	Discovery scorecard + call review
Qualification	Use PACT for meeting quality and MEDDPICC, or the client standard, for active opportunities.	Required CRM evidence + deal review
Handoff	Named contact, trigger, confirmed pain, qualification status, objections, and recommended discovery angle.	Handoff note + AE quality rating
Manager coaching	Numbers check, one sequence/deal, one call, one behaviour to change, blockers.	Logged 1:1 + weekly call/deal review
Onboarding	Role-specific milestones tied to observed capability, not content completion.	30/60/90 plan + certification gates

EXAMPLE MANAGER RHYTHM

WEEKLY CALL REVIEW

One call per rep scored against the agreed rubric. One behaviour is selected, practised, and checked again.

BI-WEEKLY DEAL REVIEW

Top deals reviewed against qualification gaps, champion strength, Mutual Close Plan, and next customer action.

WEEKLY FORECAST

Commit, Best Case, and Pipeline are confirmed against evidence-based criteria, not manager confidence.

MONTHLY WIN/LOSS LOOP

Patterns from won and lost deals feed updates to plays, coaching, and CRM guidance.

HANDBACK AND MEASUREMENT

The work leaves with the client - documented, owned, and ready to run.

Handover quality is part of the product, not an administrative step at the end.

OPERATING PLAYBOOK

Role-based plays, discovery and qualification standards, objection logic, handoff rules, and stage guidance.

MANAGER PACK

1:1, call review, deal review, forecast, and win/loss templates with owners and cadence.

ONBOARDING PATH

30/60/90 milestones, shadows, practice, certification gates, and role-specific evidence.

CRM GUIDANCE

Required evidence, prompts, stage criteria, asset links, and adoption reporting defined for the client system.

ADOPTION SCORECARD

Leading and lagging measures, review frequency, owner, data source, and escalation rule.

GOVERNANCE RECORD

Version owner, review date, approved exceptions, decision rights, and update process.

MEASUREMENT FRAMEWORK

MEASURE	WHAT IT TELLS US	OWNER / RHYTHM
Ramp time	How quickly a new hire reaches agreed capability milestones.	Enablement + manager / monthly
Qualification completeness	Whether required evidence exists before stage progression.	Sales Ops + managers / weekly
Stage conversion	Where improved field behaviour is changing deal progression.	RevOps + Sales / monthly
Coaching cadence completion	Whether managers are reinforcing the standard consistently.	Sales leadership / weekly

THE NEXT STEP

Book a 20-minute workstream review.

Bring the revenue workstream that is not moving. We will tell you whether it needs Signal, a focused Sprint, or whether it is not a LYNR job.

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