

Building Your Sales Infrastructure

24-Week Roadmap to Scalable Growth

Transform founder-led sales into a predictable revenue engine with systematic processes, the right talent, and scalable systems.

BHL Strategy Group

brian@bhlstrategygroup.com | www.bhlstrategygroup.com

The Founder's Dilemma

You've proven product-market fit, but scaling is the challenge

- You're maxed out wearing every hat
- Founder-led sales got you here, but won't get you there
- Do you hire a sales leader or a founding AE?

Should you hire or build processes first?

Foundation First Approach

Build the infrastructure before making expensive hires

Playbooks & Documented Processes

Create consistency and enable rapid scaling

GTM Planning & Stress Testing

Validate strategy before market execution

Hiring Blueprints

Right talent at the right time

Optimized Tech Stack

Efficient operations without over-engineering

Onboarding & Ramp Plans

New hires productive in weeks, not months

KPIs & Forecasting

Data-driven decision making

The 4-Phase Framework



PHASE 1

Weeks 1-4

Discovery &
Assessment

PHASE 2

Weeks 5-8

Foundation
Documentation

PHASE 3

Weeks 9-16

Talent &
Scaling

PHASE 4

Weeks 17-24

Configuration &
Optimization

Result: Your VP of Sales or AE walks into a ready-to-scale operation

Phases 1 & 2

Phase 1: Discovery

Weeks 1-4 • Understand Current State

- ✓ Current state assessment
- ✓ Market & TAM analysis
- ✓ ICP review & refinement
- ✓ Sales & marketing materials review
- ✓ Gap analysis report
- ✓ CRM & KPI framework

Phase 2: Foundation

Weeks 5-8 • Foundation Documentation

- ✓ Complete sales playbook
- ✓ Battle cards & demo scripts
- ✓ Sales deck & collateral
- ✓ Commission plans & templates
- ✓ Financial modeling
- ✓ GTM strategy
- ✓ CRM documentation
- ✓ Tech Stack Assessment

Phases 3 & 4

Phase 3: Talent

Weeks 9-16 • Hiring Systems

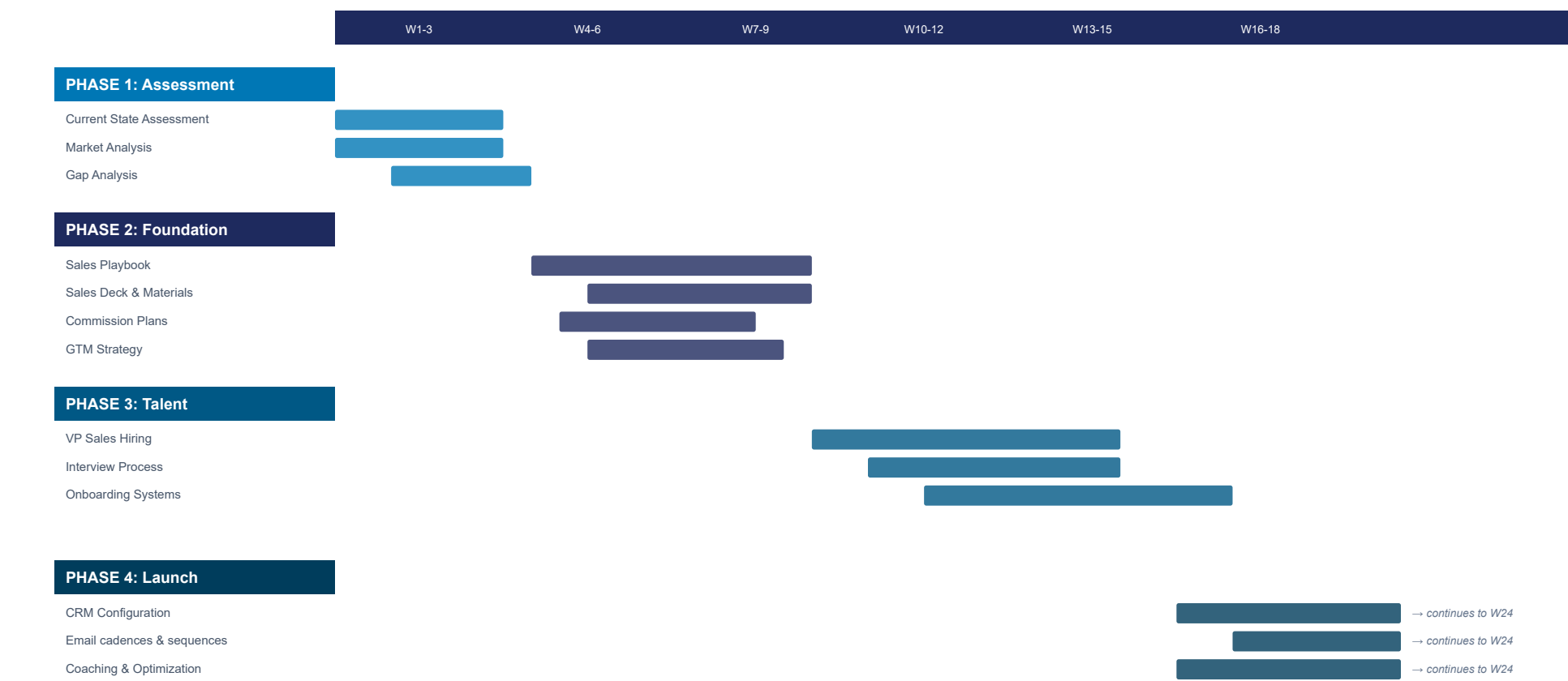
- ✓ VP Sales job description
- ✓ Interview frameworks
- ✓ Interview & reference questions
- ✓ VP onboarding (15/30/45 days)
- ✓ VP ramp program
- ✓ AE & SDR job descriptions
- ✓ Recruitment support

Phase 4: Launch

Weeks 17-24 • Optimize

- ✓ Email cadences & sequences
- ✓ CRM configuration & testing
- ✓ KPI dashboards & reports
- ✓ New hire onboarding
- ✓ Hands-on coaching
- ✓ Process refinement
- ✓ Performance optimization

Example Project Timeline



Client Results

**8
weeks**

VP Hiring Timeline
(vs 4-6 months typical)

**4
weeks**

New Hire Ramp Time
(vs 2-3 months typical)

35%

Tech Stack cost savings
through
refinement & negotiation

20+

Assessments &
Frameworks
Delivered

What Clients Say

"Brian helped Connect Networks refine our early approach to sales. With decades of experience, I'd expected he'd have insight on process, tools, and goals. He did."

— David Garrison, CEO, Connect Networks

"Disciplined, sharp, and fast. Brian cuts through the noise, collaborates to find real solutions, and helps you scale sales efficiently without burning cash or time. He's the guy you want."

— Juliana Hess, President & CEO, 4800 Partners

Ready to Build Your Sales Foundation?

Let's discuss how we can help you build the sales infrastructure your SaaS needs to scale predictably.

Email: brian@bhlstrategygroup.com

Web: www.bhlstrategygroup.com