



Turning forensic GTM insight into measurable capability change

A repeatable engine for performance improvement and value creation
across an organisation or portfolio.

Insight → Action

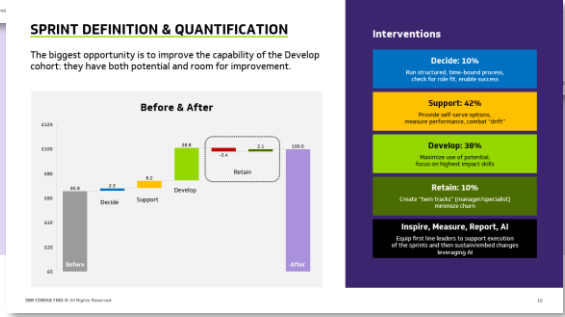
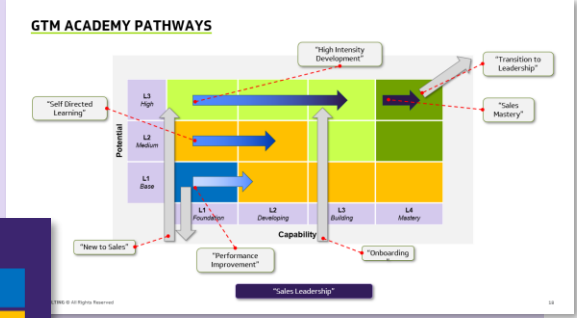
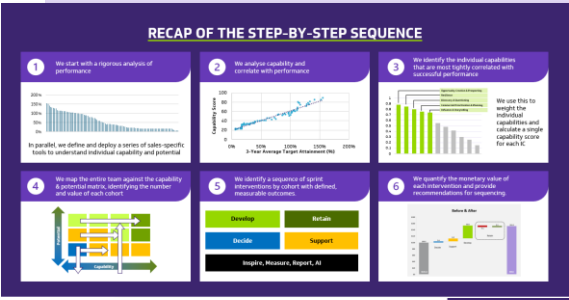
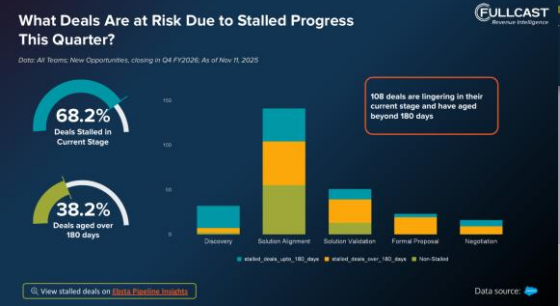
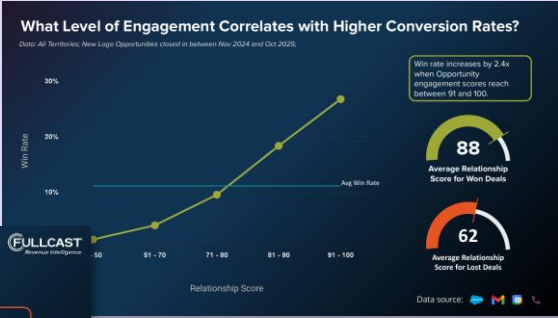
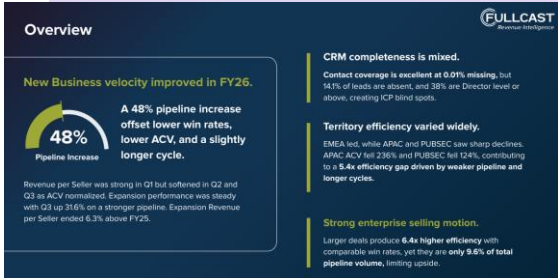
Fullcast shows where and why revenue leaks, SBR fixes who and how.

Revenue Insights as a Service

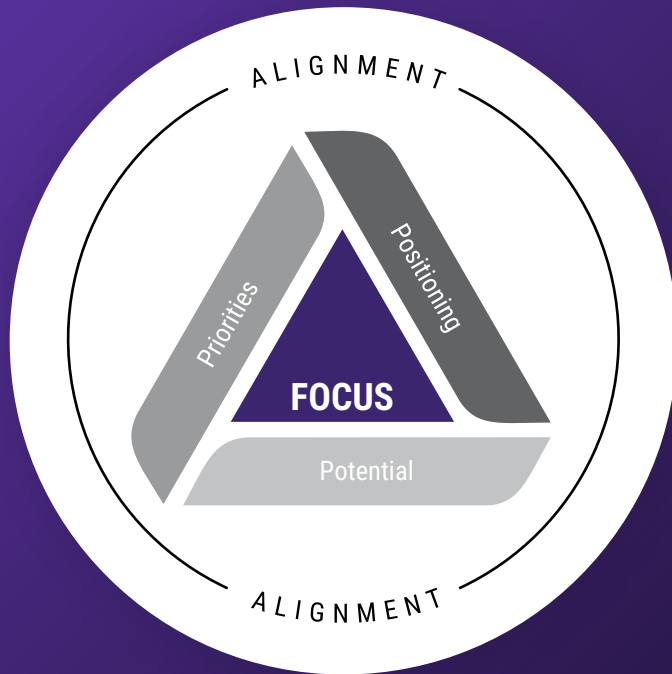
- Forensic, data-driven visibility of GTM performance.
- Uses real CRM, email, meeting and call-transcript activity - not self-reported data.
- Reveals **where and why revenue is leaking**.

Go-to-Market Capability Acceleration

- Data-driven assessment of capability & potential.
- Segments talent (stars, core, strugglers) and defines targeted interventions.
- Turns RIaaS insights into **behavioural and capability change**.



This is the **change engine** that operationalises the Revenue Insights as a Service (RIaaS) report recommendations.
Combining **people, process** and **platform** transformation to embed GTM excellence.



Strategy

Structural and strategic alignment.



Enablement

Capability, content and readiness uplift.



Effectiveness

Frontline execution, coaching and leadership excellence.

Revenue Insights as a Service



What's really happening in your revenue engine

- **GTM Efficiency Overview** Provides a high-level view of overall GTM performance.
- **Win/Loss and Benchmark** Uncovers the key signals and highlights what top performers are doing, so all sellers can replicate best practice.
- **Pipeline Health Assessment** Understand what is impacting current pipeline, revealing risks, opportunities to improve, and trends that impact seller performance.
- **Seller Coaching** Identifies who needs support and in what areas to deliver targeted coaching to maximise impact.
- **GTM Process Optimisation** Pinpoints bottlenecks and inefficiencies in the sales processes.

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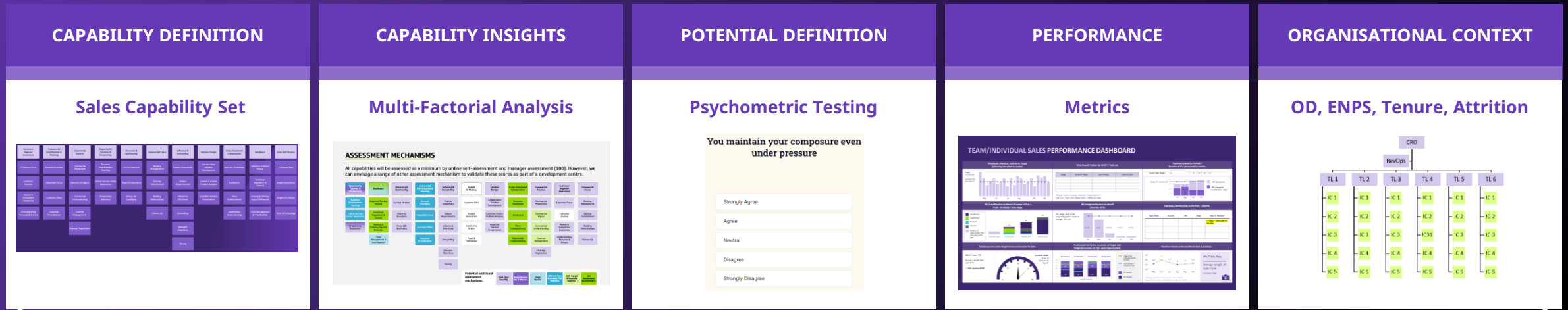
“I'm looking into a lot of different AI vendors today across lots of different use cases of GTM. This, in my opinion, is the most impressive one.”

Matt Gallagher
CRO of HG Portfolio



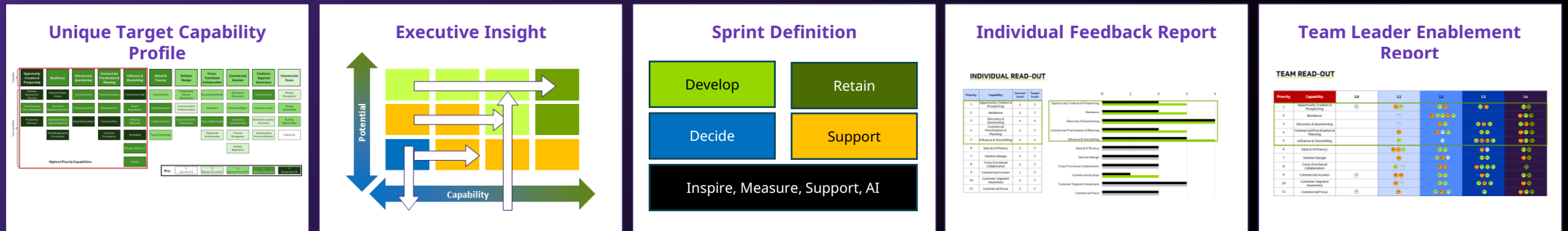
Where insight becomes action: GTM Capability Accelerator

We combine AI-led capability insights with analysis of potential and performance metrics, based on a proven sales capability model.



Analysis / Correlation

Deliverables



A repeatable, scalable GTM uplift programme PE & Enterprise

A portfolio-wide performance operating system.

Phase 1

Portfolio & PortCo Insight

RIaaS across each business
→ GTM efficiency, ICP fit, win/loss patterns, process maturity.



Phase 2

Capability & Talent Mapping

Identify capability gaps linked to RIaaS findings; map team into cohorts; define Target Capability Profile.



Phase 3

Intervention & Enablement

SBR capability sprints with Fullcast operational adjustments.



Phase 4

Prove & Scale

Quarterly RIaaS for measurable performance lift. GTM CA reassessment for capability uplift and cohort movement.

Quarterly RlaaS + GTMCA

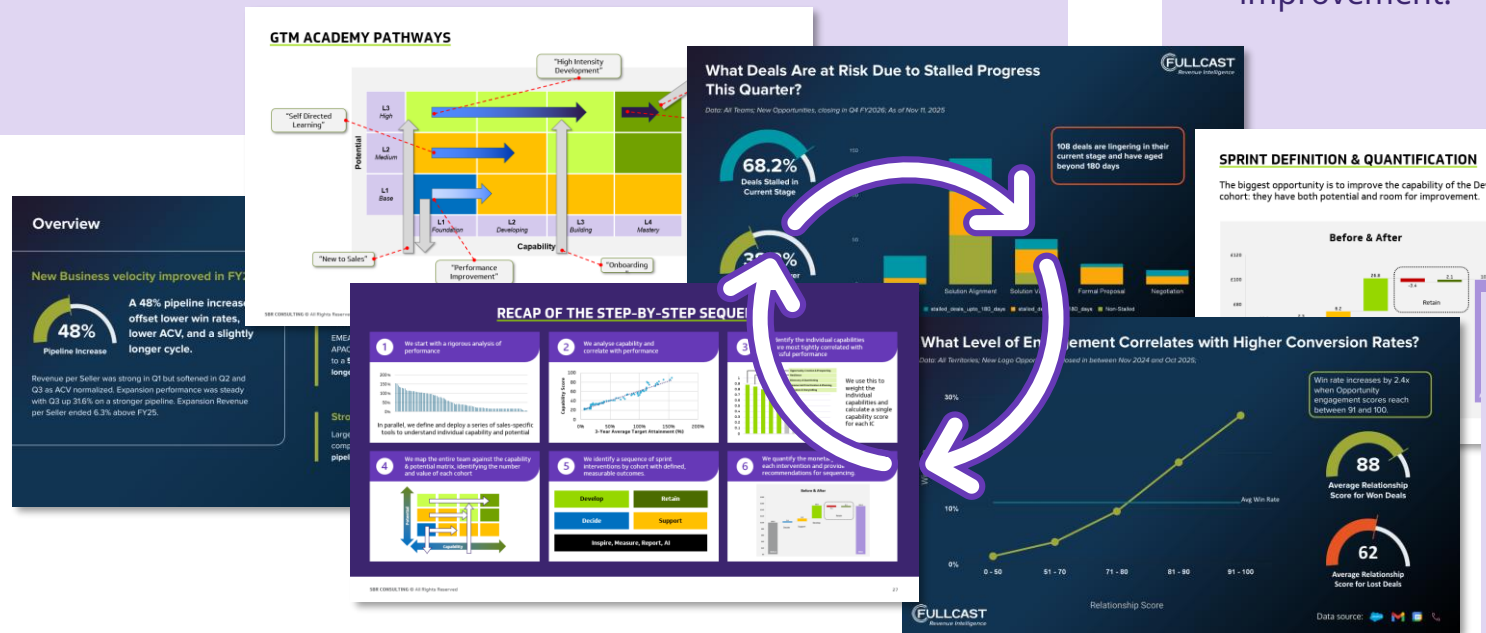
RlaaS shows you the truth & SBR makes the change happen.

Understand why performance is uneven, forecasts slip, cycles lengthen.

- Why only a fraction hit quota.
- Why forecasts slip.
- Why deals stall or drag.
- Where ICP discipline or qualification is breaking down.

Targeted capability change for an automated GTM improvement cycle.

- Capability roadmap aligned to RlaaS signals.
- Cohort segmentation to target effort.
- Targeted sprints, coaching and leadership routines.
- Quarterly insight + capability reassessment for continuous improvement.



“The GTM Capability Accelerator has helped us uncover over £10.6 million in untapped revenue from our current team’s potential.”

Menna Cule
Senior Director Client Advice

3 ways to embed

Turning forensic GTM insight into measurable capability change



Insight → Action

Single Company

RIaaS + GTMCA diagnostic + 90-day sprint.

Portfolio GTM Uplift Programme

Private Equity

RIaaS across multiple PortCos +
SBR transformation per entity.

Embedded GTM Academy

Ongoing

RIaaS as analytics backbone; SBR runs a
continuously refreshed Academy.



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PODCAST



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