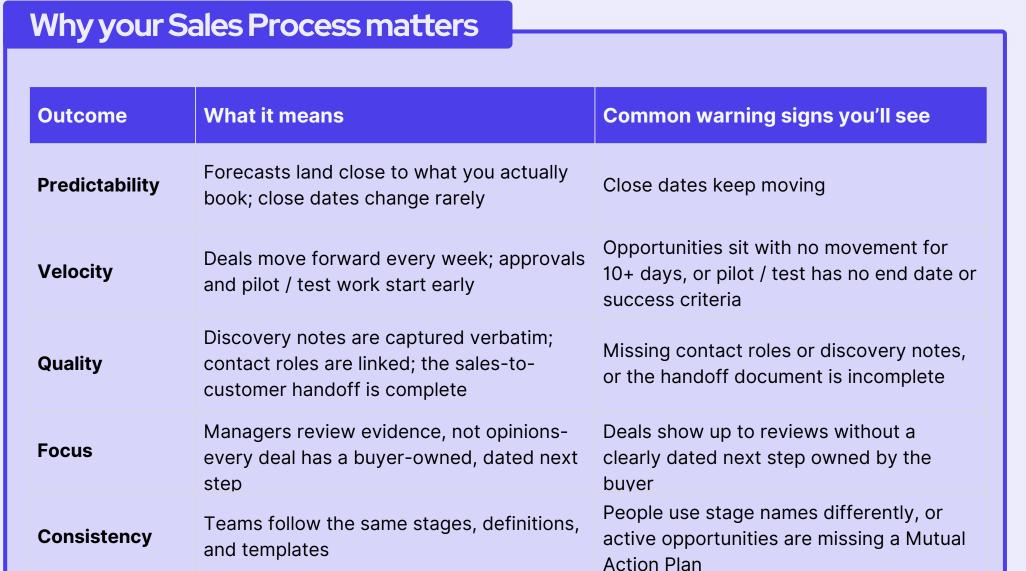
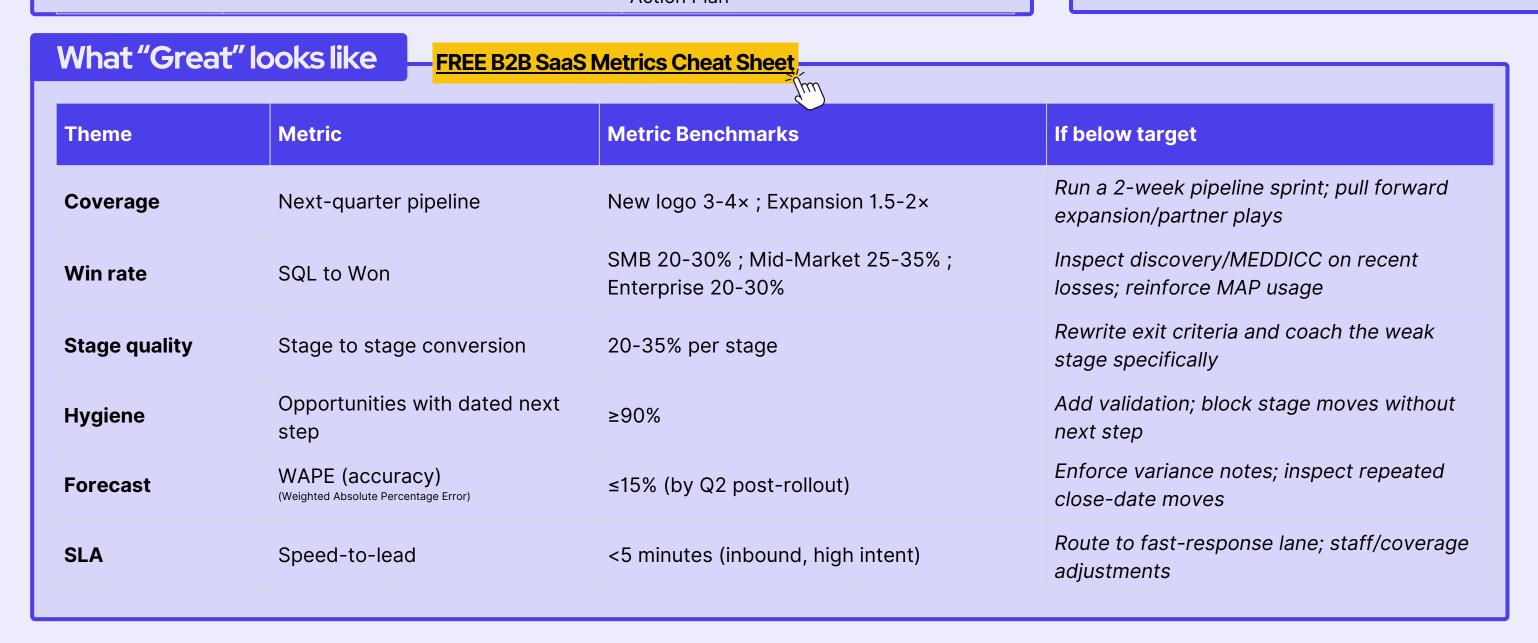
## Sales Process Optimization for B2B SaaS companies

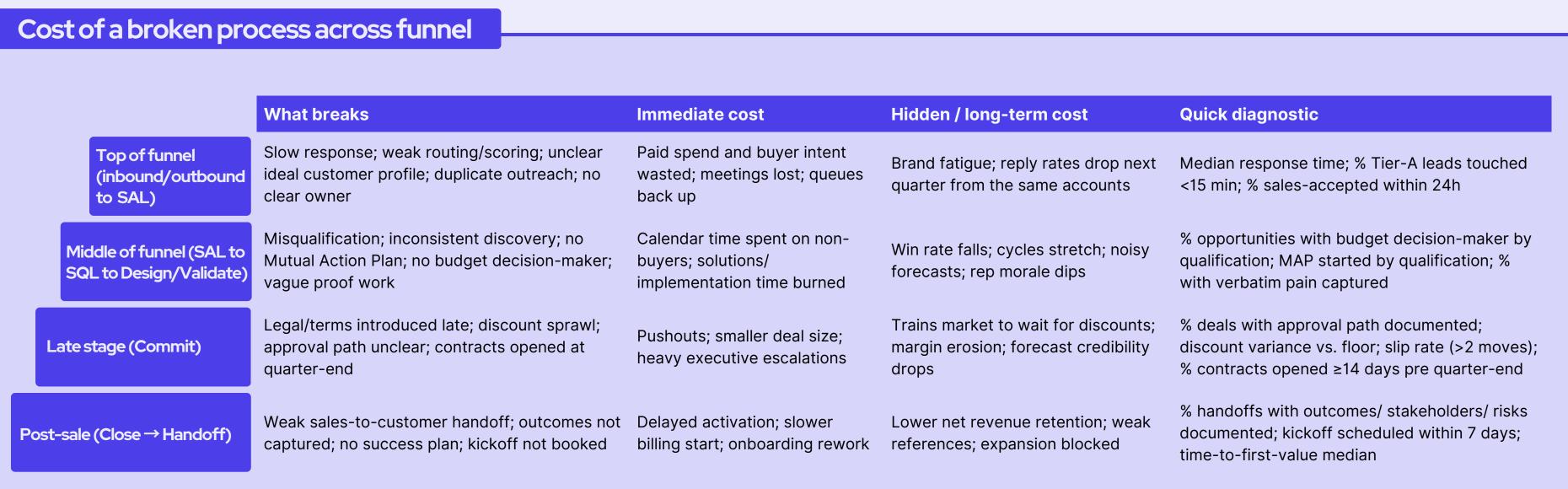
Sales Process 101: buyer-aligned operating system that turns demand into predictable revenue through clear exit criteria, SLAs, and inspection.



Stakeholders & RACI		R - Responsibile A - Accountable C - Consulted I - Informe							
Area	RevOps	Sales Leader	Managers	SDR/BDR	AE/SE/VE	Marketing	Deal Desk / Finance	Legal / Security	CS/AM
Process design (stages, exits)	A/R	С	С	С	С	С	С	С	С
Lifecycle & routing (MQI, MQL, SAL)	A/R	С	С	R	С	С	С	С	С
Enablement & certification	R	Α	R	R	R	С			С
Deal-desk guardrails (price/terms)	R	Α			R		A/R	С	
Forecast cadence & inspection rules	A/R	A/R	R		R		С		С
MAP (Mutual Action Plan) / POC (Proof of Concept) standards	A/R	С	R		R		С	С	С
Handoffs (SDR→AE, AE→CS)	A/R	С	R	R	R	С			R

M	laturity Model					
	What it looks like	How to move up				
Ad-Hoc	No clear stages, messy data, gut forecasts; <60% required fields; no SLAs	Write stage names; set 3 required fields (Economic Buyer, buyer-owned next step, Mutual Action Plan link)				
Defined	Stages and exits written, simple SLAs, manual checks; Basics complete on >70% deals (next steps, evidence, etc.)	Enforce exits in CRM; add basic alerts/automations; set manager commit rules + weekly review				
Managed	Regular inspections, evidence- based commits; hygiene ≥85%	Run small governance meeting; keep an experiment list hit targets two quarters				
Optimizing	Weighted Absolute Percentage Error ≤15%, faster cycles, controlled discounts; smooth AE to CS handoffs	Keep standards; document playbooks; automate approvals; roll to new segments or regions				





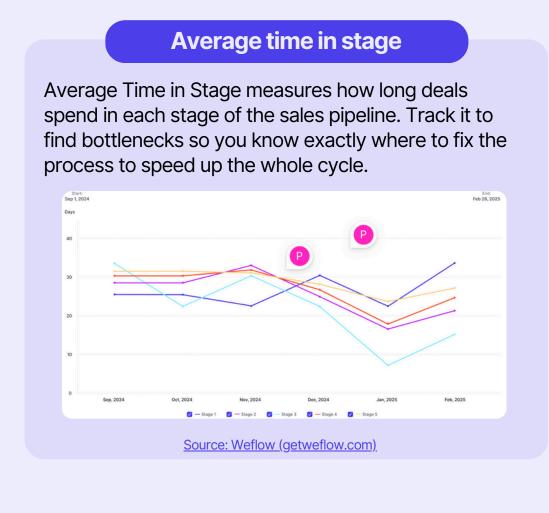
## Your 90-day guide to optimizing your sales process



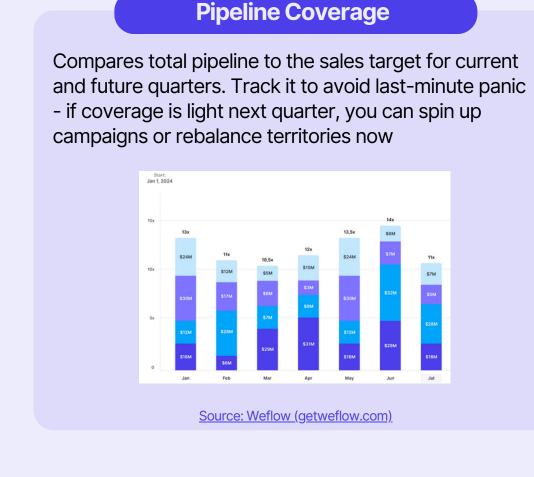
## Dashboards to implement FREE Reporting & Dashboards Cheat Sheet,





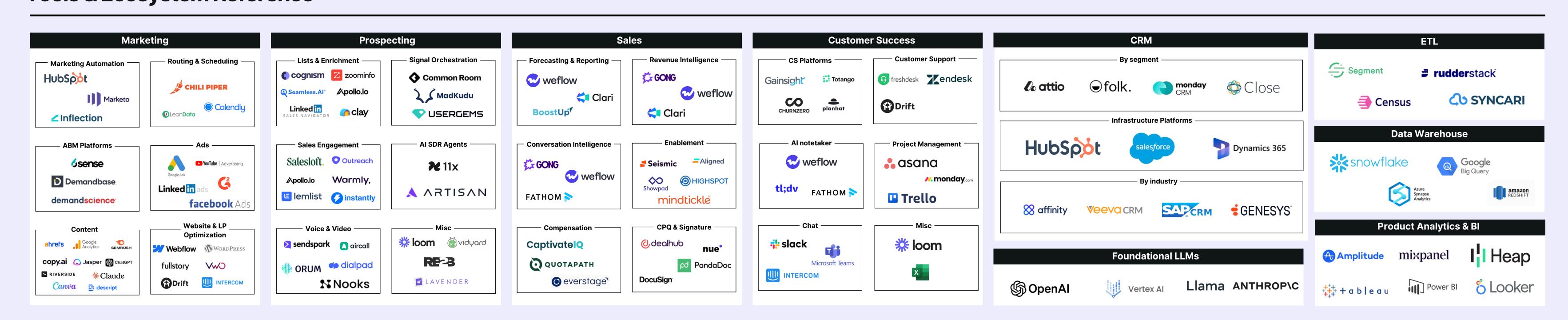




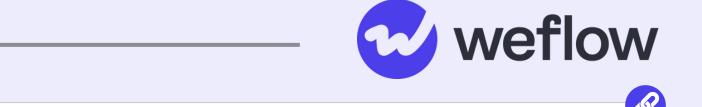




## **Tools & Ecosystem Reference**



Revenue Al Platform - "It's like Gong, but 50% the price"





**Conversation Intelligence** 



