

Embedded Partnership Revenue System Build & Scale

The Embedded Partnership is a long-term engagement designed to build, harden, and scale a repeatable revenue engine.

Where the 90-Day Pilot proves pipeline creation, Embedded converts momentum into durable infrastructure that compounds across quarters, teams, and markets.

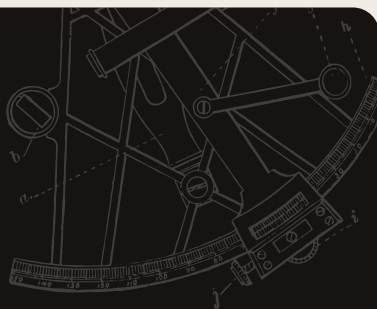
This is revenue architecture, **not short-term acceleration.**



Who it's For

Organizations that:

- Treat pipeline as a strategic growth lever
- Require coordination across sales, marketing, product, and leadership
- Are accountable to investors and revenue benchmarks
- Want efficiency through continuity and scale



What Changes From the Pilot

The focus expands from creating pipeline to building the system behind it:

- Continuous refinement of messaging and ICP clarity
- Improved conversion efficiency across stages
- Strengthened unit economics as motion scales
- Process rigor from opportunity creation through closed revenue

Pipeline becomes infrastructure.

How We Operate

Pickworth GTM embeds as an extension of your team:



Dedicated BD/SD execution support



Cross functional GTM coordination



Hands on execution where leverage is highest




Direct founder-level GTM oversight and live pipeline stewardship

The Outcome


Predictable growth. Not one off wins.

- Sustained pipeline generation
- Higher conversion to closed revenue
- A repeatable, defensible GTM motion
- Clear accountability across teams

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