



Accelerating Executive Engagement for a B2B Software Company

How a three-week Spark Session realigned go-to-market focus and unlocked strategic clarity for executive engagement

Situation

A venture-backed B2B software company had developed a category-defining debugging platform used by leading financial services, automotive, and aerospace firms. Despite product-market fit and early customer traction, pipeline growth had plateaued, and executive engagement in target accounts was limited.

Complication

The company's lean GTM team lacked alignment on how to prioritize accounts, craft executive-relevant messaging, and involve senior leadership in outreach. Marketing efforts were fragmented, outreach focused too narrowly on engineers, and the team struggled to navigate complex enterprise buying structures.

Sparkwell Solution

Over a focused three-week engagement, Sparkwell Advisory led a Spark Session that aligned Sales, Marketing, and their executive leadership team on where and how to engage executive buyers.

Key activities included:

- Mapping enterprise accounts to identify true decision-makers and influencers
- Calibrating outreach to reflect business pain points, not just technical features
- Building a 30-day activation plan involving the CEO, CTO, and board in targeted outreach

Impact

The Spark Session reframed how the company approached growth:

- Unified teams around a focused set of executive decision-makers in target accounts
- Equipped leadership with a bespoke plan for outreach to each C-level target
- Re-scoped existing marketing campaigns and channels to align with this approach



SPARKWELL
ADVISORY

hello@sparkwelladvisory.com
www.sparkwelladvisory.com
Let's chat!