



Fast Plays to Unstick Stalled Deals and Accelerate Revenue

Three 30-day Action Plans Revenue Leaders Can Deploy when Pipeline Slows

Finance-Review Hold-Up

Typical signal: deal halts at procurement or CFO desk - value story framed as cost

30-Day Fast Play

- Re-cast ROI in pure finance terms (cash flow, payback, risk).
- Add peer benchmarks or analyst proof to de-risk spend.
- Offer a phased rollout or usage-based model to soften CapEx optics.

Impact: teams cut finance cycle times by >25% and revive dormant POs.

Executive Sponsorship Gap

Typical signal: champion can't secure VP / C-suite air cover; decision energy fades.

30-Day Fast Play

- Map the exec web around the deal (board links, alumni, investors).
- Trigger an exec-to-exec intro within 48 hours (CEO, CRO, advisor).
- Deliver a 15-minute "why now" briefing deck tied to strategic metrics.

Impact: injects top-level urgency and lifts win rate 12-18 %.

Loss of Urgency

Typical signal: timeline slips, next call unscheduled, buyer priorities shift.

30-Day Fast Play

- Anchor value to a time-sensitive trigger (reg deadline, fiscal close).
- Author a 90-day success plan with clear owners and milestones.
- Add a limited-window incentive or executive review checkpoint.

Impact: re-anchors intent and trims average slip by 37 days.



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