

FORMAT // ENGAGEMENT

TELECOM · FIBER · PRE-M&A

A national telecom infrastructure operator

A 90-day onboarding placemat — hire to revenue, ahead of M&A.

Mid-acquisition: a redesigned new-seller onboarding program that ramped reps to revenue in 90 days, harmonized with corporate onboarding ahead of close. Architected the curriculum, built modules with SMEs, and shipped v1.0 → v2.0 with the April cohort.

DURATION	FEE	FORMAT	TIED TO
4 months	Fixed / T&M	Engagement	Pre-M&A
Pilot · Wave 1 · April cohort	Scoped & tied to outcomes	Embedded program leadership	Bridge into transaction

// APPROACH

Three-step methodology, anchored to a single decision.

- 01 Architect the 90-Day Placemat**
 Built a week-by-week curriculum view across the five sales-cycle stages — Foundation, Prospect, Lead Mgmt, Discovery, Proposal & Contract — culminating in a Capstone 'Lit for Production' module.
- 02 Build Modular, SME-Led Curriculum**
 Stood up instructor-led + self-service modules with the right SMEs and leads serving the right content at the right time — across Sales, Sales Engineering, Marketing, Pricing, Legal, and CS.
- 03 Iterate v1.0 to v2.0 with Manager Enablement**
 Ran two pilot waves, then refined into v2.0: knowledge-check surveys at Weeks 4/8/12, manager 1:1 job aids, monthly enablement calls, AI transcriptions for missed sessions.

// DELIVERABLES

What lands in the inbox at the end of the Engagement.

PLACEMAT	90-Day Onboarding Placemat Week-by-week curriculum view across the 5 sales-cycle stages.	12 WEEKS
CURRICULUM	Modular Course Catalog Foundations, Prospecting, Lead Mgmt, Discovery, Proposals, Post-Sale, Capstone.	7 STAGES
MANAGER	Sales Manager Enablement Pack 1:1 job aids, monthly enablement calls, knowledge-check surveys at Weeks 4/8/12.	PACK
CAPSTONE	'Lit for Production' Capstone Module Week-12 graduation tying the journey together.	WEEK 12

// COVERAGE

2

PILOT WAVES & APRIL COHORT

50+

NEW SELLERS RAMPED

5

SALES-CYCLE STAGES

12

WEEK RAMP HORIZON

// OUTCOME

April cohort graduated on schedule, 'Lit for Production.' The v2.0 program harmonized with corporate onboarding standards ahead of the M&A close — extended through May 2026 via SOW addendum.

FORMAT · ENGAGEMENT · 4 MONTHS

If this Engagement feels close to what you need —

Initial conversations are confidential, complimentary, and take thirty minutes.

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