

FORMAT // ENGAGEMENT

CYBER · NETWORK SECURITY · POST-ASSET TRANSITION

A PE-backed cyber-security software firm

Day-1 to first-90 GTM playbook for an acquired cyber-product portfolio.

Post-asset transition: a disciplined GTM motion to convert an inherited cyber customer base. 193 accounts segmented by ARR cohort, tailored commercial offers by contract type, and a weekly board-level funnel from outreach to close.

DURATION	FEE	FORMAT	TIED TO
4 months	Fixed / T&M	Engagement	Day 1
Day-1 → first-90 days	Scoped & tied to outcomes	GTM · commercial · BOD	Post-asset transition

// APPROACH

Three-step methodology, anchored to a single decision.

- 01 Cohort the Inherited Customer Base**
Segmented 193 accounts into four ARR cohorts (\$200k+, \$75–200k, \$25–75k, <\$25k). Stratified outreach by cohort, region, and prior engagement.
- 02 Architect Tailored Commercial Offers**
Built a commercial playbook keyed on customer size, payment terms, and renewal date. Equipped reps with power positions, objection handling, and competitive comparison kits.
- 03 Track the Funnel Weekly to Board & ELT**
Stood up a weekly activity-funnel cadence — engagement → discos → demos → proposals → won — with BOD appendix support and global channel-partner agreements.

// DELIVERABLES

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

FUNNEL	Weekly Activity Funnel Engagement → Disco → Demo → Proposal → Won, segmented by cohort.	WEEKLY
PLAYBOOK	Commercial Offer Matrix Cohort × payment terms × renewal date with discount guardrails and objection-handling kit.	MATRIX
CHANNEL	Global Partnership Architecture Partner agreements with three top global SIs/MSSPs.	~\$5.8M ARR
BOD PACK	Board Quarterly + Appendix Support Cohort accounts, addressable Y1 ARR, pipeline view, key assumptions.	QUARTERLY

// COVERAGE

193

INHERITED ACCOUNTS

~\$20M

TARGET Y1 ARR

134

DISCOS COMPLETED

76%

OF TARGET ARR ENGAGED

// OUTCOME

100% engagement on the \$200k+ cohort. \$533k ARR closed-won by mid-Q2; 119 quotes representing \$16.4M in Y1 ARR. Three new global partner agreements unlocked ~\$5.8M of channel pipeline heading into Q3.

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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