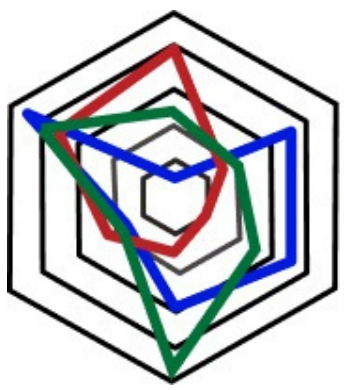




Customer Results
Results Matter

A Sales QB
PARTNER



GROWTH STARTS WITH SALES

Practical sales and
retention improvement
for SMBs.



GROWTH STARTS WITH SALES

Turn sales performance into a growth system.

Practical sales and retention improvement for small and mid-sized businesses that want more predictable growth – without the overhead of a large consulting engagement.



ASSESS

See what is helping or
constraining growth.



PRIORITIZE

Turn findings into a
practical roadmap.



ACTIVATE

Get hands-on support
where it adds value.

THE GROWTH CHALLENGE

Growth is straightforward. Executing growth is not.

Most businesses grow through the same connected cycle: define the offer, focus the market, create awareness, attract interest, engage, secure, retain and expand. The challenge is doing each step consistently – and making the handoffs between them work.



The 7-part growth flywheel

- 1 Understand product market fit and gaps
- 2 Strategize how you maximize growth
- 3 Create awareness
- 4 Attract interest
- 5 Engage prospects
- 6 Secure customers
- 7 Retain Customers & Grow

For many leaders in the \$1m–\$20m revenue range, the constraint is not lack of ambition. It is that leadership is carrying too many parts of the growth system at once, so some activities naturally receive more attention and discipline than others.

Common signals that the system needs attention

- ! “We are doing okay, but I feel we should be doing better.”
- ! “We are not hitting targets consistently or predictably.”
- ! “I am not sure we have the right sales people, process or management rhythm.”
- ! “Marketing says the leads are good; sales says they are not.”
- ! “We win new customers, but growth stalls when retention or expansion is weak.”

WHERE WE FOCUS

Sales is the growth fuel. Retention makes growth compound.

Customer Results focuses on the parts of the growth model where execution most directly influences revenue: how effectively you sell, and how well you retain and grow the customers you win.

1. Sales performance

Make the sales engine more intentional, repeatable and effective.



Target market and ICP



Marketing-to-sales alignment



Sales execution and conversion



Sales leadership and management



People, process, technology and data

2. Retention & growth

Protect the revenue you win and create a stronger base for expansion.



Sales-to-success / account handoff



Onboarding and early delivery



Retention management



Account growth and expansion



Feedback into offer and market decisions

We also look at how AI should influence the operating model. The aim is not AI for its own sake; it is to identify where technology, automation and better use of data can improve productivity, consistency or insight.

**A useful assessment is not a report about what is wrong.
It is a shared view of what matters most,
what “better” looks like, and what to do next.**

HOW WE WORK

From external perspective to practical action.

We start with assessment and diagnosis, but the goal is action. The process can be as focused as a single sales session or broader across the growth model, depending on what you need.



The roadmap is yours to execute. If you want help, Customer Results can stay involved for as much or as little as needed – including periodic reviews, fractional sales management and participation in hands-on selling.

Typical areas we explore



Challenge priorities & benefits



Target market & ICP



Marketing & lead generation



Selling



Sales management



Retention management



People & process



Technology, data & AI



In-flight and planned activities



Overall maturity and priorities

WHAT YOU GET

A clear view of today - and a practical route to better.

You leave with tangible outputs your leadership team can use immediately - a visual maturity baseline, a prioritized roadmap, and a concise assessment and recommendations report.



Maturity view

A radar chart and maturity model showing strengths, gaps, current maturity and what progression looks like.



Prioritized roadmap

Near, mid- and longer-term activities focused on the improvements most likely to matter.



Assessment report

A concise assessment and recommendations document you can keep, circulate and reference.



Decision session

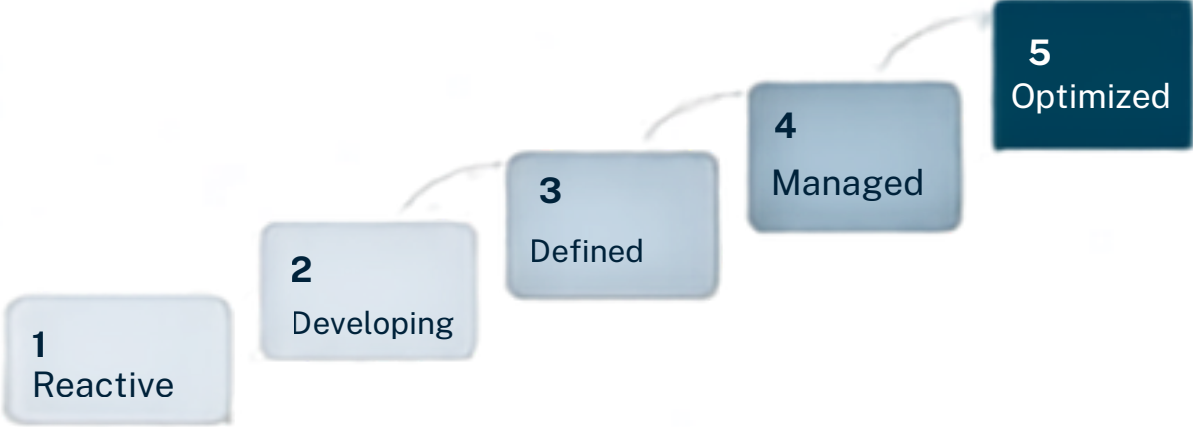
A briefing and discussion meeting to agree the actions, owners and next steps together.

Examples of the deliverables

1 MATURITY RADAR



2 MATURITY MODEL



3 ASSESSMENT REPORT

CUSTOMER RESULTS

Sales & Growth Assessment Report

Findings - Priorities - Recommendations - Next Steps

4 PRIORITIZED ACTION ROADMAP

NOW	NEXT	LATER
Fix qualification	ICP refinement	Retention playbook
Management rhythm	CRM / data	AI enablement

The assessment is a starting point, not an end point. It creates a **shared fact base** for deciding what to change first and how progress will be reviewed.

WHY CUSTOMER RESULTS

Senior experience. Practical economics. Execution-minded support.

You have already built a real business. Sometimes the fastest way to improve it is to add an experienced external perspective – one that is independent, commercially grounded and prepared to stay involved beyond the diagnosis.



Experience without large-firm overhead

We bring the perspective and discipline associated with larger consulting engagements, but with an approach designed for small and mid-sized businesses.



Assessment tied to action

We are not interested in producing a plan that sits on a shelf. The value comes from turning insight into decisions, activity and measurable improvement.



Flexible involvement

Engage us for an assessment only, periodic reviews, advisory support, part-time sales leadership or hands-on selling support.



Accessible entry points

Through our SalesQA partnership, focused Sales Assessments can be delivered for \$1,000 or less. Broader Growth Assessments typically range from \$3,000–\$5,000.



Meet Graham

Graham is the founder of **Customer Results**.

He is a seasoned sales leader and advisor who has built, led and scaled high-performing sales teams and go-to-market organizations across multiple industries.

He brings a practical, execution-focused mindset and a commitment to helping business owners and leaders get clearer about what matters most - and move forward with confidence.

Start with a conversation.

A free growth discussion can help clarify where the issue really sits, whether a focused sales assessment is useful, and what the right next step should be.

[Book Now](#)

