TIMOLYNE GROUP LLC
POWERED BY SALES XCELERATION®

SALES XCELERATION FRAMEWORK™

Your Sales Strategy,

Put Into Motion.

Timolyne Group delivers the Sales Xceleration Framework™, powered by the Sales Xceleration® network. Together we build a strategic sales plan, then give your leaders the tools, meeting rhythm, and KPIs to hold the sales team accountable for hitting company sales goals, quarter after quarter.

1
ASSESS

The Sales Agility Assessment™ and Sales Gaps List pinpoint where strategy, process, or execution is holding back revenue.

2
PLAN

A Sales Blueprint™ with revenue goals, ideal client profiles, buyer personas, value proposition, and positioning.

3
EXECUTE

KPIs, weekly team and one-on-one meetings, and quarterly sessions that hold every salesperson accountable.

WHAT'S INCLUDED

The Framework Toolkit

- **Sales Agility Assessment™ 4.0:** uncovers where strategy, process, or execution needs to improve to drive revenue growth.
- **Sales Blueprint™:** a one-page sales strategy with annual and quarterly goals, key metrics, value proposition, ICPs, buyer personas, and competitive positioning.
- **Department and Salesperson KPIs:** visibility and accountability for team and individual goals.
- **Team and One-on-One Meeting Agendas:** a proven format for effective meetings and coaching.
- **Sales Responsibility Chart, Talent Map™, and Skills Assessment:** defined roles, an honest view of team effectiveness, and improvement plans.
- **Sales Playbook (optional):** messaging, discovery questions, sales stages, and a consistent sales process in one guide.

Plan It. Run It. Repeat Every Quarter.

One-time planning becomes a repeatable operating rhythm: goals set together, tracked weekly, and reset every 90 days with your Timolyne Group Advisor in the room.

HOW IT RUNS

A Proven Annual Cadence

Year One

- **Groundbreaking Day:** 1 day at kickoff, leadership team
- **Foundation Building Levels 1 & 2:** 2 days after 30 days, sales leader, sales team & marketing
- **Quarterly Sessions:** 1 day every 90 days, sales leader & sales team
- **Annual Planning + Q4 Review:** 2 days at year end, leadership & sales team

Year Two and Beyond

- **Five all-day sessions** each year
- **Q1, Q2 & Q3 Sessions:** 1 day every 90 days, sales leader & sales team
- **Q4 Review + Annual Planning:** 2 days at year end, leadership, sales & marketing

WHAT YOU WALK AWAY WITH

Deliverables at Each Stage

Groundbreaking Day

About one-third of the Sales Blueprint drafted: revenue goals and key metrics, Sales Responsibility Chart, Talent Map™, KPI scorecard, meeting agendas, and 30-day SMART goals.

Foundation Building: Levels 1 & 2

ICPs, buyer personas, value proposition, guiding principles, differentiators, and a shared sales story, plus completed team and individual Sales Blueprints with 90-day SMART goals.

Quarterly and Annual Sessions

Review KPIs, work down the Sales Gaps List, reset SMART goals, and build next year's plan.

BACKED BY A PROVEN NETWORK

Why Timolyne + Sales Xceleration

- Powered by Sales Xceleration®, an outsourced sales leadership network built around a Certified Sales Operating Management System™
- Local, hands-on leadership from Timolyne Group, backed by a network serving 8,000+ clients across the U.S., Canada, UK, and Australia

Let's Put Your Sales Plan Into Motion.

Tim Winings | Timolyne Group LLC / Powered by Sales Xceleration

(216) 538-5760 | twinings@salesxceleration.com |

