AN EXECUTIVE FIELD GUIDE

The Revenue Fingerprint

The B2B CEO's Diagnostic for Predictable Revenue — Before You Hire Another Seller, Buy Another Tool, or Launch Another AI Pilot

A 6-Pillar Framework to Find the Real Leak in Your Revenue Engine

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> ***"The goal is not more motion. The goal is the right motion, executed well."***

Get Your Free Revenue Diagnostic

If anything in this ebook describes your company, the next step is a **Revenue Diagnostic** — a focused working session where I map your revenue fingerprint, locate the real leak, and hand you a 90-day roadmap.

Two ways to start:

1. 📩 **Book a Revenue Diagnostic** → contato@andremagrini.com
2. 📝 **Take the Revenue Maturity Assessment** → andremagrini.com/revenue-maturity-assessment

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Who This Is For

This ebook is written for one specific person: the **B2B CEO, Founder, or Board Member** of a company between **$5M and $250M in revenue** who is staring at one or more of these uncomfortable truths:

- The forecast keeps slipping and nobody can tell you exactly why.
- Strategic deals only close when **you** get personally involved.
- You're paying for Salesforce, sales engagement, intent data, and a BI tool — but the team still works from spreadsheets.
- Sales blames marketing. Marketing blames sales. You're tired of being the referee.
- The board is asking about AI. You've run three pilots. None of them moved revenue.
- You know you need a senior revenue leader, but a full-time CRO at $400K base + equity is not the move yet.

If two or more of those sound familiar, keep reading. The diagnosis is in here.

Chapter 1 — Why Your Forecast Keeps Missing (and It's Not the Salespeople)

Every quarter, somewhere in America, a CEO sits in front of a board and says some version of this sentence:

> *"We missed because two big deals slipped. But Q4 looks strong."*

The board nods. Next quarter, two different deals slip. The forecast misses again.

Here is the uncomfortable truth I've learned scaling commercial organizations from **$35M to $150M+ in Brazil** at AGI, leading **63-person commercial teams across North America**, and building **240-dealer channels across LATAM** at Husqvarna: when forecasts miss for three consecutive quarters, **it is almost never a salesperson problem**.

It's a **revenue engine problem**.

The salespeople are the dashboard, not the engine. When the dashboard reads wrong, the instinct is to replace the dashboard. So CEOs fire VPs of Sales, hire new ones, churn through reps, buy a new sales engagement tool, run a Challenger Sale training, and — eighteen months later — sit in front of the same board and say the same sentence.

The Six Symptoms

When I run a Revenue Diagnostic, I'm not looking for a bad seller or a broken pipeline meeting. I'm looking for **patterns**. After years of doing this across industrial B2B, SaaS, agritech, transit tech, and healthtech, the same six symptoms keep showing up:

Symptom 1 — Founder/CEO Gravity on Strategic Deals

Every deal over $250K requires the CEO to fly out, attend the dinner, send the follow-up. Sellers are order-takers, not deal architects. This **caps revenue at the CEO's calendar**.

Symptom 2 — Forecast Confidence Below 70%

You ask your VP of Sales "what's going to close this quarter?" and the answer changes between Monday's commit call and Friday's board prep. **Forecast is a feeling, not a system.**

Symptom 3 — Tools That Cost More Than They Return

You're spending $200K+/year on a sales tech stack — Salesforce, Outreach, ZoomInfo, Gong, a BI tool, an AI co-pilot — and your team is **still working out of spreadsheets**. The tools are configured. They're just not adopted.

Symptom 4 — Sales-Marketing Friction

Marketing celebrates MQLs. Sales rejects them. Marketing says sales doesn't follow up. Sales says marketing doesn't bring real opportunities. **Nobody owns pipeline.**

Symptom 5 — AI Pilots That Don't Move Revenue

You ran a lead scoring pilot. A forecasting AI. A meeting summarizer. They all "work" — but none of them changed the number that ends up on your P&L. **AI got bought, not embedded.**

Symptom 6 — Capability Concentration

If the VP of Sales quit tomorrow, three deals would die. If the RevOps lead quit, no one knows how the dashboards are built. **Your revenue engine is held together by 2-3 people's heads.**

The Pattern Behind the Patterns

Each of those symptoms is **downstream** of the same root cause: there is **no revenue operating system**. There are people, tools, meetings, and a CRM — but no system that turns inputs into predictable outputs.

That's what the next eight chapters will help you diagnose.

Chapter 2 — The Revenue Fingerprint Concept

Every company has a **revenue fingerprint** — a unique pattern of strengths, gaps, dependencies, and maturity across six dimensions.

Just like a physical fingerprint, no two are identical. A $20M industrial B2B with a 50-person dealer network has a fundamentally different fingerprint than a $50M SaaS with a PLG motion and inside sales team.

The mistake most CEOs make is borrowing someone else's playbook.

They read a book about how HubSpot scaled, hire a VP of Sales from Salesforce, and try to install a motion that was built for a completely different fingerprint. Six months later, the motion is half-implemented, the VP is frustrated, and revenue is flat.

The Six Pillars of the Revenue Fingerprint

A complete revenue fingerprint maps your company across six dimensions:

Pillar	What It Measures	What Breaks When It's Weak
1. GTM Strategy	Are you selling the right thing to the right buyer in the right way?	Outbound doesn't convert. Win rates feel random. Pricing arguments dominate every deal.
2. Sales Execution	Is your motion repeatable, or hero-dependent?	New hires take 9+ months to ramp. Top rep produces 40%+ of revenue.
3. RevOps	Do you have an operating cadence or just meetings?	Forecast slips quarterly. Pipeline reviews are storytelling sessions.
4. Technology	Is your stack a multiplier or a tax?	Tools are paid for but not adopted. Data lives in spreadsheets.
5. Partnerships & Credibility	Is trust a channel, or an accident?	Best deals come from relationships you can't replicate.
6. AI Readiness	Are you embedding AI or buying pilots?	Three pilots, zero embedded workflows, zero revenue lift.

Maturity Levels

For each pillar, your company sits at one of five maturity levels:

- **Level 1 — Reactive:** No system. Things happen because individuals do them.
- **Level 2 — Documented:** Processes exist on paper but adoption is inconsistent.
- **Level 3 — Operational:** Processes run consistently. Outputs are measured.
- **Level 4 — Optimized:** Processes are tuned with data. Outputs are predictable.
- **Level 5 — Strategic Advantage:** The capability is a moat. Competitors can't replicate it.

Most companies between $5M and $50M live at **Level 1 or 2 across most pillars**, with one pillar at Level 3 (usually whatever the founder is personally good at).

The goal of the Revenue Diagnostic is not to push every pillar to Level 5 — that would be expensive and unnecessary. The goal is to identify **which pillar, if elevated one level, would have the largest revenue impact in the next 90 days**.

That's the leverage point.

Chapter 3 — Pillar 1: GTM Strategy

Are you selling the right thing to the right buyer in the right way?

What Strong GTM Looks Like

A strong GTM strategy answers five questions with **specificity and conviction**:

1. **ICP**: Who do we sell to, with enough specificity that a BDR can disqualify a bad-fit account in 30 seconds?
2. **Positioning**: What category do we compete in, against whom, and why are we the obvious choice for our ICP?
3. **Sales Motion**: Is this a transactional, consultative, or strategic enterprise motion? Are our quotas, cycles, and team structure designed for that motion?
4. **Pricing**: Does pricing reflect value, or is it set by what competitors charge?
5. **Channel Mix**: Direct? Partner-led? PLG? Hybrid? And is each channel resourced to win?

What Weak GTM Looks Like

- **ICP is a paragraph.** "Mid-market B2B companies with growth needs." That's a wish, not an ICP.
- **Positioning is the product feature list.** If a buyer asks "why you?" and the answer starts with a feature, you don't have positioning.
- **Sales motion is undefined.** Reps are running an enterprise motion on $30K deals (too much friction) or a transactional motion on $500K deals (no champion building).
- **Pricing is discount-driven.** Every deal closes at 60-80% of list. List is fiction.
- **Channel mix is "whatever works."** Partners are an afterthought, not a strategy.

Diagnostic Questions

Answer these honestly:

- [ ] Can three of your sellers describe your ICP in the same way, without prompting?
- [ ] When a deal is lost, can your team articulate **why** beyond "they went with a competitor"?
- [ ] Is your average sales cycle within ±20% of your forecasted cycle?
- [ ] Has your pricing changed in the last 24 months based on **value research**, not competitor benchmarking?
- [ ] Do you have a written sales motion playbook (not a deck — a playbook)?

If you checked fewer than 3, **GTM Strategy is a likely leverage point**.

The Cost of Weak GTM

Weak GTM is the most expensive problem in B2B revenue because it **compounds downstream**.

- A vague ICP means marketing spends on the wrong accounts (CAC up 30-60%).
- Bad positioning means deals get to procurement on price, not value (ASP down 15-40%).
- Undefined motion means new hires take 9-12 months to ramp instead of 4-6 (productivity drag).

I've seen companies spend $500K/year on demand gen feeding an ICP that didn't exist. That's not a marketing problem. That's a GTM problem.

What GTM Diagnostic Reveals

When I do a GTM diagnostic, I look at:

- **Win/loss patterns** across last 50 deals — segmented by ICP, motion, and competitor
- **ASP variance** by segment — where is pricing power real vs. assumed
- **Sales cycle distribution** — is the average hiding two different motions
- **Positioning audit** vs. top 3 competitors — what is the actual differentiator a buyer can articulate
- **Pipeline source mix** — where does revenue actually come from vs. where marketing is investing

The deliverable is a **GTM Maturity Map** with a 90-day prioritization of the 2-3 changes that will move the most revenue.

Chapter 4 — Pillar 2: Sales Execution

Is your motion repeatable, or hero-dependent?

The Hero Problem

Every B2B company under $50M has heroes. One or two sellers who close 30-50% of revenue. They have relationships, they know the product, they grind. They're the reason the company has revenue at all.

They're also the biggest risk on the org chart.

Hero-dependent revenue means: - Forecast accuracy is hostage to the hero's calendar. - New hires can't replicate what the hero does (because the hero can't articulate it). - When the hero leaves — and they will, eventually — 30-50% of revenue walks with them.

The job of sales execution is to **systematize what the hero does** so the next 10 sellers can do 70% of it.

The Five Levers

Sales execution maturity sits on five levers:

1. **Methodology**: Are you running MEDDPICC, SPIN, Challenger, or "whatever works"? Is it documented, trained, and inspected?
2. **Process**: Are stages defined by buyer behavior (verifiable exit criteria) or by seller activity (vague forward motion)?
3. **Enablement**: Is onboarding 30 days to producing, or 9 months to flailing?
4. **Coaching**: Are managers running deal coaching weekly, or are 1:1s just forecast updates?
5. **Comp & Quota**: Does the comp plan reward the behaviors you want, or just whatever closed?

Diagnostic Questions

- [ ] Can your sellers articulate which stage a deal is in **and what evidence** moved it there?
- [ ] Is ramp time for a new AE under 6 months for first deal, 12 months for full quota?
- [ ] Do you have written deal qualification criteria that disqualify bad-fit deals **before** proposal?
- [ ] Is there a documented sales methodology that all reps use and managers inspect?
- [ ] Does the top rep produce <30% of revenue?

If you checked fewer than 3, **Sales Execution is a likely leverage point**.

The Most Common Execution Failure

In my experience, the single most common execution failure is **the proposal-to-close gap**.

Companies have decent top-of-funnel. They have decent qualification. Then they send a proposal, and the deal goes dark for six weeks. Or it comes back with procurement pushing for 30% off. Or it closes — but at terms that hurt the business.

This is almost always a **champion problem** combined with a **MEDDPICC problem** (specifically: Metrics, Economic Buyer, and Decision Criteria not validated before proposal).

A 90-day fix here can change close rates by 15-25 percentage points without hiring a single new seller.

What Sales Execution Diagnostic Reveals

- **Stage conversion rates** — where deals actually die
- **Cycle time by stage** — where deals stall vs. where they accelerate
- **Win rate by methodology adherence** — does the team that uses MEDDPICC win more?
- **Ramp curves** for last 5 hires — what does productivity actually look like
- **Top rep dependency** — % revenue concentration

Chapter 5 — Pillar 3: RevOps

Do you have an operating cadence or just meetings?

The Meeting-Industrial Complex

Most companies don't have RevOps. They have a calendar full of meetings labeled "RevOps."

- Monday: Pipeline meeting. Sales reads the dashboard out loud.
- Tuesday: Forecast call. Reps say "commit" or "best case" without explaining why.
- Wednesday: Marketing-sales sync. Same agenda as last week. No decisions made.
- Thursday: QBR prep. Slides get built. Slides don't get read.
- Friday: Leadership review. CEO asks questions nobody can answer with data.

Meetings are not cadence. Cadence is the operating discipline that makes meetings short.

What Real Cadence Looks Like

A real revenue operating cadence has four characteristics:

1. **Defined inputs**: Every meeting has data that arrives before the meeting, not during.
2. **Defined decisions**: Every meeting produces decisions, not just discussion.
3. **Defined accountability**: Every decision has an owner, a date, and a follow-up.
4. **Defined escalation**: When something is off-track, the path is clear before the crisis.

The Forecast Test

Here's the single fastest diagnostic for RevOps maturity:

> *Ask your VP of Sales: "What's our commit number for this quarter, and what changed in the last 14 days?"*

If the answer is: - A single number with no nuance → **Level 1, reactive.** - A number and a story → **Level 2, documented.** - A number, a story, and a confidence interval → **Level 3, operational.** - A number, a confidence interval, and the 3 specific deals that drive the variance → **Level 4, optimized.** - All of the above plus what you're doing about it → **Level 5, strategic advantage.**

Most companies under $50M are at Level 2.

Diagnostic Questions

- [ ] Is there a written forecast methodology (e.g., weighted pipeline, commit/best/pipeline)?
- [ ] Are pipeline reviews **inspection** (challenging stage validity) or **storytelling** (rep narrates)?
- [ ] Does your CRM data **match reality** within 10% (deal stages, amounts, close dates)?
- [ ] Is there a documented handoff process between marketing and sales with SLAs?
- [ ] Can you produce a board-ready revenue report in under 30 minutes?

If you checked fewer than 3, **RevOps is a likely leverage point**.

The 90-Day RevOps Fix

In 90 days, a focused RevOps engagement can typically install:

- **Forecast governance**: Methodology, cadence, inspection protocols, and a confidence framework that gets you from "feeling" to "math."
- **Pipeline hygiene**: Deal stage definitions with exit criteria, CRM data quality rules, and inspection cadence.
- **Operating cadence**: Weekly, monthly, quarterly rituals with defined inputs and decisions.
- **Sales-marketing handoff**: SLAs, lead routing, and shared definitions of "qualified."
- **Board-ready reporting**: A revenue dashboard the CEO can defend to the board in 10 minutes.

That's the leverage. RevOps doesn't sell anything. It **makes everything sellable**.

Chapter 6 — Pillar 4: Technology

Is your stack a multiplier or a tax?

The Stack Audit Most Companies Skip

Walk into the average $30M B2B company. Look at the sales tech stack:

- Salesforce or HubSpot ($30K-$80K/year)
- Outreach or Salesloft ($25K-$60K/year)
- ZoomInfo or Apollo ($25K-$50K/year)
- Gong or Chorus ($30K-$60K/year)
- A BI tool — Tableau, Looker, or PowerBI ($15K-$40K/year)
- An AI copilot — somebody bought one ($10K-$30K/year)

That's $135K-$320K/year in revenue tech.

Then look at how the team actually works:

- Reps update CRM at end of week, from memory.
- Forecast is built in Excel from a CRM export.
- The BI dashboard nobody opens.
- Outreach sequences nobody A/B tests.
- ZoomInfo data that's 18 months stale.
- A Gong account where 3 calls have been reviewed in the last quarter.

You are paying enterprise prices for spreadsheet-grade adoption.

The Four-Way Decision

For every tool in your stack, the answer is one of four things:

- **KEEP** — Adopted, integrated, producing measurable outcomes.
- **FIX** — Right tool, broken adoption. Configuration, training, or governance gap.
- **REPLACE** — Wrong tool for your maturity stage. Either too sophisticated or too primitive.
- **REMOVE** — Redundant or unused. Cancel the contract.

The mistake most CEOs make is treating tech consolidation as **cost-cutting**. It's not. It's **leverage recovery**. The question is not "how much can we save?" The question is "which $200K of tech is producing $2M in revenue lift, and which $200K is producing nothing?"

Salesforce vs. HubSpot

This is the most common technology decision I get asked about. The short answer:

- **HubSpot wins** when you're under $30M, your motion is mostly inbound + light outbound, your team is under 25 sellers, and you value time-to-value over customization.
- **Salesforce wins** when you're over $50M, your motion has multiple channels (direct + partner + enterprise), you have a dedicated RevOps function, and you need deep customization and ecosystem integrations.
- **Between $30M-$50M is the gray zone** where the decision depends on the rest of the fingerprint.

The expensive mistake is buying Salesforce at $10M revenue because "we'll grow into it." You will spend 18 months configuring it, your team will hate it, adoption will be 40%, and you'll have built a beautiful system nobody uses.

Diagnostic Questions

- [ ] Can you list every revenue tool, its cost, and one measurable outcome it produced last quarter?
- [ ] Is CRM adoption (% of deals with all required fields populated) above 85%?
- [ ] Are your tools integrated (data flows automatically), or stitched (people copy-paste)?
- [ ] Is there a documented owner for each tool (not "IT" — a revenue-side owner)?
- [ ] Have you done a Keep/Fix/Replace/Remove audit in the last 12 months?

If you checked fewer than 3, **Technology is a likely leverage point**.

Chapter 7 — Pillar 5: Partnerships & Credibility

Is trust a channel, or an accident?

Trust Is A Revenue Channel

Most B2B companies have a category of revenue they don't track on their dashboard:

- The deal that closed because the buyer's former colleague vouched for you.
- The partnership that produced three deals last year — but you have no playbook for it.
- The keynote that filled the pipeline for two quarters and then went quiet.
- The customer who keeps referring people but isn't in any formal advocacy program.

This is **trust-driven revenue**, and at most B2B companies, it's **30-50% of total bookings** — but it's also **0% of the strategic plan**.

That's a problem. Because trust is the **highest-margin, fastest-closing, lowest-CAC revenue channel** in B2B. And it's the only channel competitors can't outspend.

What Credibility-Led Growth Actually Is

Credibility-led growth turns existing trust assets into structured pipeline through partners, referrals, communities, executive ecosystems, and thought leadership.

It is not "do more events." It is not "be on more podcasts." It is a system:

- **Trust Ecosystem Map**: Who in your ecosystem already vouches for you? Which partners, customers, advisors, and communities? Where does each relationship sit on a warmth/leverage matrix?
- **Partner Pipeline Process**: How do warm intros get converted to opportunities? What's the SLA on a referral? Who owns it in the CRM? What's the conversion rate?
- **Warm-Introduction Playbook**: When a customer says "I have someone you should meet," what happens next? In most companies, the answer is "the seller emails them and hopes." That's not a playbook.
- **Executive Briefing Concept**: A repeatable format for getting senior buyers in a room with your CEO/CRO in a way that generates pipeline without feeling like a pitch.
- **CRM Tracking Model**: Trust-sourced revenue is invisible if you don't track it. Most CRMs don't. Fix that.

The Compounding Asset

Here's the most important thing about credibility-led growth: **it compounds**.

Outbound conversion stays roughly constant — if you double SDRs, you roughly double meetings (at best).

Trust-driven channels compound. Every successful partnership creates a reference for the next one. Every keynote earns the credibility for the next stage. Every referred customer becomes the source of the next three referrals.

But only **if you treat it as a system, not an accident.**

Diagnostic Questions

- [ ] Do you know what % of revenue last year came from referrals, partners, or relationship-driven channels?
- [ ] Is there a partner program with defined tiers, incentives, and a partner manager?
- [ ] Does your CRM tag deals by source — and is "partner" or "referral" actually used?
- [ ] Is there a repeatable process for activating a new partnership?
- [ ] Does your CEO have a thought leadership presence that produces inbound interest at the executive level?

If you checked fewer than 3, **Partnerships & Credibility is a likely leverage point**.

Chapter 8 — Pillar 6: AI Readiness

Are you embedding AI or buying pilots?

The AI Pilot Graveyard

Every B2B company over $20M has run AI pilots in the last 24 months. Here's what's in the graveyard:

- An AI lead scoring tool that gave scores nobody used to prioritize.
- A forecasting AI that produced a number 4% different from the rep forecast, with no explanation.
- A meeting summarizer that produced summaries — which nobody read.
- A "co-pilot" that drafted emails the seller had to rewrite anyway.

None of these pilots failed because the AI was bad. They failed because **AI was bought, not embedded**.

What "Embedded" Means

AI is embedded when:

1. **It changes a workflow that already exists** — not creates a new one nobody has time for.
2. **It produces an output someone is already accountable for** — not adds an output someone has to learn to interpret.
3. **The accountability owner uses it daily** — not the data team.
4. **There's a measurable revenue outcome tied to it** — not just adoption metrics.

The right question is not "where can we use AI?" The right question is: **"What are the 3 decisions or workflows that, if 20% better, would move revenue most? And how does AI help those specifically?"**

Five High-Leverage AI Use Cases

In the current state of the technology (2026), the AI use cases I see consistently moving B2B revenue are:

1. **Forecast Inspection & Risk Signals**: AI surfaces deal risk patterns the manager would have missed — stalled engagement, champion silence, competitor mentions in calls.
2. **Account Prioritization & Scoring**: Based on actual engagement, fit, and intent — not rules-based scoring from 2019.

3. **Seller Workflow Automation**: Reducing admin (CRM updates, follow-up drafting, research) so sellers spend 15-25% more time in front of buyers.
4. **Revenue Intelligence Dashboards**: AI-summarized state-of-the-business that exec leaders can absorb in 5 minutes instead of an hour.
5. **Call & CRM Data Analysis**: Pattern detection across won/lost deals that informs coaching, methodology, and positioning.

Notice what's NOT on that list: ChatGPT for "writing emails." That's a productivity toy, not a revenue lever.

Diagnostic Questions

- [ ] Have you defined the 2-3 specific revenue decisions where AI should have measurable impact?
- [ ] Is there an AI workflow embedded in **daily seller behavior** (not just optional)?
- [ ] Are AI outputs tied to a person who is accountable for the decision (not "data team owns it")?
- [ ] Can you point to a $ impact (or a decision quality improvement) from an AI workflow in the last 90 days?
- [ ] Do you have AI governance — what data goes in, what models are approved, who reviews outputs?

If you checked fewer than 3, **AI Readiness is a likely leverage point**.

The AI Readiness Score

When I diagnose AI readiness, I score across four dimensions:

Dimension	What I Look At
Data foundation	Is CRM data clean enough for AI to learn from?
Workflow integration	Are there workflows where AI can plug in, or would AI require new workflows?
Decision accountability	Who owns the decision AI is supposed to improve?
Outcome measurement	Can you measure the lift, or just adoption?

A high AI readiness score doesn't mean "ready to deploy ChatGPT enterprise." It means **ready to extract measurable revenue impact from AI investments**.

Chapter 9 — The 30-Question Self-Assessment

Score each question 0 (No) or 1 (Yes). Total your score per pillar, then your grand total.

Pillar 1: GTM Strategy (0-5)

1. [ ] Three of our sellers can describe our ICP in the same way without prompting.
2. [ ] We can articulate why we lost our last 5 deals with specificity.
3. [ ] Our sales cycle is predictable within ±20% of the forecast.
4. [ ] Pricing has been updated based on value research in the last 24 months.
5. [ ] We have a written sales motion playbook (not just a deck).

Pillar 1 Score: ____ / 5

Pillar 2: Sales Execution (0-5)

6. [ ] Sellers articulate stage progression with verifiable evidence.
7. [ ] New AEs ramp to first deal in <6 months, full quota in <12.
8. [ ] We have written disqualification criteria used before proposal.
9. [ ] A documented sales methodology is trained and inspected.
10. [ ] No single rep produces more than 30% of revenue.

Pillar 2 Score: ____ / 5

Pillar 3: RevOps (0-5)

11. [ ] Written forecast methodology with defined inputs.
12. [ ] Pipeline reviews inspect stage validity, not narrate deals.
13. [ ] CRM data matches reality within 10%.
14. [ ] Documented marketing-sales handoff with SLAs.
15. [ ] Board-ready revenue report can be produced in <30 minutes.

Pillar 3 Score: ____ / 5

Pillar 4: Technology (0-5)

16. [ ] Every revenue tool has documented cost and measurable outcome.
17. [ ] CRM field completion above 85% on closed deals.
18. [ ] Tools are integrated (data flows automatically).

19. [ ] Each tool has a revenue-side owner (not just IT).
20. [ ] A Keep/Fix/Replace/Remove audit was done in the last 12 months.

Pillar 4 Score: ____ / 5

Pillar 5: Partnerships & Credibility (0-5)

21. [ ] We know the % of revenue from referrals/partners/relationships.
22. [ ] A partner program exists with tiers, incentives, and an owner.
23. [ ] Deals are tagged by source in CRM and the data is used.
24. [ ] Repeatable process for activating a new partnership.
25. [ ] CEO/exec thought leadership produces measurable inbound.

Pillar 5 Score: ____ / 5

Pillar 6: AI Readiness (0-5)

26. [ ] 2-3 specific revenue decisions are targeted for AI impact.
27. [ ] An AI workflow is embedded in daily seller behavior.
28. [ ] AI outputs have accountable decision owners.
29. [ ] Measurable $ impact (or decision quality lift) in last 90 days.
30. [ ] AI governance exists (data, models, review).

Pillar 6 Score: ____ / 5

Total Score: ___ / 30

Interpretation

Score	Maturity	Reality
0-10	Reactive	Your revenue engine is held together by individuals. Forecast is a guess. Risk of stall or revenue collapse is high.
11-18	Emerging	Pieces of a system exist but don't connect. You have a CRO-shaped hole even if you don't have a CRO.
19-24	Operational	A real system exists. The next leverage point is optimization, not foundation.
25-30	Optimized	You don't need a Fractional CRO. You need to make sure the optimizations stay tuned.

The Pillar to Prioritize

Look at your **lowest scoring pillar**. That's almost always the highest-leverage place to start — *unless* it's a pillar that depends on another pillar being in place first.

The dependency order is:

> ***GTM Strategy → Sales Execution → RevOps → Technology → Partnerships → AI Readiness***

You can't fix Sales Execution if GTM is wrong (you'd be systematizing the wrong motion). You can't fix Technology if RevOps doesn't exist (you'd be automating chaos). You can't embed AI if your data foundation isn't in RevOps shape.

Start at the lowest pillar in the dependency chain.

Chapter 10 — Your 90-Day Revenue Roadmap

Whatever your assessment revealed, the next 90 days should follow a structured arc. Here's the template I use with Fractional CRO clients:

Days 1-30: Diagnose & Decide

Goal: End the 30 days with a written, evidence-based diagnosis and a prioritized roadmap the CEO and board agree on.

Activities: - Win/loss analysis across last 30-50 deals - CRM data audit (stage definitions, data quality, adoption) - Stakeholder interviews (sales leadership, marketing, RevOps, top reps, lost-deal customers) - Tech stack inventory with cost and outcome mapping - Forecast accuracy review (last 4 quarters: commit vs. actual)

Output: - Revenue Fingerprint document - GTM Maturity Map - Prioritized 60-day fix list (3 things, not 30) - Board-ready summary

Days 31-60: Install the Operating System

Goal: Install the 2-3 highest-leverage fixes — typically a combination of cadence, methodology, and inspection.

Activities: - Forecast governance install (methodology, inputs, cadence, inspection) - Pipeline review redesign (inspection > narration) - Sales methodology adoption (MEDDPICC or similar — pick one and inspect it) - CRM cleanup and minimum-data discipline - Marketing-sales SLA & handoff

Output: - Documented operating cadence - Updated CRM with hygiene rules - Trained sales managers running the new cadence - First clean forecast cycle complete

Days 61-90: Prove the Lift

Goal: Show measurable change. This is where the engagement transitions from setup to compounding value.

Activities: - Forecast accuracy trending toward 85%+ - Pipeline coverage hitting target ratio (typically 3-4x for new ARR) - One identified AI workflow embedded into daily seller behavior -

Partner program scoped with first tier defined - Board reporting cadence formalized

Output: - 90-day results report - Year 1 revenue plan with confidence intervals - Capability transfer plan (so this doesn't depend on the Fractional CRO permanently)

The Capability Transfer Principle

The whole point of a Fractional CRO engagement — and the whole point of this ebook — is **not to make you dependent on me**.

The point is to install the system, train the team, and **leave behind a revenue engine the company can run every day without me**.

If a Fractional CRO is still doing the same things in month 12 that they were doing in month 3, the engagement failed. The capability didn't transfer.

That's the test.

Chapter 11 — What Happens Next

If you read this whole ebook, one of three things is true:

1. You scored 25-30 on the assessment.

You don't need a Fractional CRO. You have a real revenue engine. The next leverage is probably in specific tactical optimization, scaling a particular channel, or an M&A / international expansion play. If that's where you are, I'm happy to talk anyway — I work with mature companies on AI Revenue Operations specifically.

2. You scored 11-24 and one or two pillars jumped out.

This is the most common outcome. You have a real business, real revenue, real people — and 2-3 specific leverage points where a focused 90-day engagement would change the trajectory. **This is the exact scenario the Revenue Diagnostic is designed for.**

3. You scored 0-10.

You have a more fundamental challenge — likely an undefined GTM, founder-led revenue, and no operating cadence. A Fractional CRO engagement is one path. So is hiring a full-time CRO, or coming up with a different structure. Either way, the Diagnostic will give you clarity on **what kind of leader you need next** and what they need to fix first.

How to Take the Next Step

Option 1 — Take the Online Revenue Maturity Assessment

A structured online version of the 30-question assessment with automatic scoring and a personalized response.

🔗 **andremagrini.com/revenue-maturity-assessment**

Option 2 — Book a Revenue Diagnostic

A 60-90 minute working session where we go through your fingerprint together, identify the leverage point, and outline a 90-day plan. No slides. No pitch. Just a working conversation.

📥 **contato@andremagrini.com**

Subject line: *"Revenue Diagnostic — [Your Company Name]"*

Include in the email: - Company name + revenue range - Your role - The 1-2 sentences version of why you're reaching out - A few times that work in the next 2 weeks

Option 3 — Just Use the Ebook

Run the assessment yourself. Use the 90-day roadmap. Steal everything in here. That's why I wrote it.

If it works, send me a note. If it doesn't, send me a note anyway — I want to know what was missing.

About the Author

Andre Magrini is a Global CRO based in Greater Chicago, specializing in AI-driven revenue and GTM architecture for B2B companies.

Current Role: Global CRO at OGI Systems — AI-driven tech company connecting business strategy to technical execution (Chicago + Porto + Brasil).

Selected Track Record: - Scaled commercial operation from **$35M to $150M+** as GM Brazil at Ag Growth International - Led **63-person commercial organization** across North America (industrial B2B + IoT/SaaS) - Built **240-dealer LATAM network** at Husqvarna Group with double-digit YoY growth - Designed AI-Powered Revenue Architecture across enterprise SaaS, industrial, agritech, healthtech, and transit - **TOP PERFORMER GLOBAL** and **Exemplary Assignment** awards

Education: - Chief Revenue Officer Program — **University of Chicago Booth School of Business** - Master's, Data Science & Analytics — **USP (Universidade de São Paulo)** - Master's, Marketing — **USP** - Corporate Governance — **Wharton School / University of Pennsylvania**

Author: Six executive-level books, including *Introduction to Sales and Marketing Analytics*, *Mastering Competitive Strategy*, and *Corporate Governance: Principles and Best Practices for Effective Board Leadership*.

Available For: - Fractional CRO engagements - Executive Advisory (AI, GTM, Revenue, Transformation) - Board-level advisory on commercial strategy, AI governance, and growth - Strategic Consulting & AI Modernization

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> *"Lead with wisdom, character, and integrity — and sustainable success will follow."*

One Last Thing

If you got value from this ebook, the best way to say thank you is:

1. **Forward it** to one B2B CEO who needs it.
2. **Connect on LinkedIn** and tell me which pillar resonated.
3. **Take the Assessment** — it takes 8 minutes and you'll get a personalized response.

The goal is not more motion. The goal is **the right motion, executed well.**

That's true for revenue engines. It's true for AI adoption. It's true for everything that matters in B2B.

See you on the other side of the diagnostic.

— Andre

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