

Transforming
SALES RESULTS™

Revenue Intervention Sprints

90-day commercial effectiveness interventions to diagnose and remove the constraints limiting revenue performance

**Improving Seller
Capability and
Execution**

**Pipeline Creation
Opportunity Conversion
Account Expansion**



The
CoNavigator
Method™

For B2B Sales Mastery

What This Is & Why It Exists

- Identify the 1–2 key constraints suppressing revenue
- Intervene where execution is breaking down
- Deliver measurable improvement within one quarter





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Why Revenue Interventions?

Identify & Remove Revenue Constrains

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Revenue performance problems are constraint-driven — not effort-driven

- Revenue stalls when one or two constraints dominate execution
- Fixing the wrong issue wastes time and credibility
- Broad initiatives dilute focus and delay results
- Targeted interventions outperform large-scale change

When a Revenue Intervention Is Warranted

- Pipeline coverage is insufficient despite sustained prospecting activity
- Pipeline coverage looks fine, but conversion is inconsistent
- Forecast confidence is declining
- Managers aren't coaching effectively—or at all
- Enablement investment isn't producing measurable lift
- Revenue is growing, but with increasing effort and cost



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Diagnose First, Then Prescribe

Determine Your Biggest Constraints & Priorities

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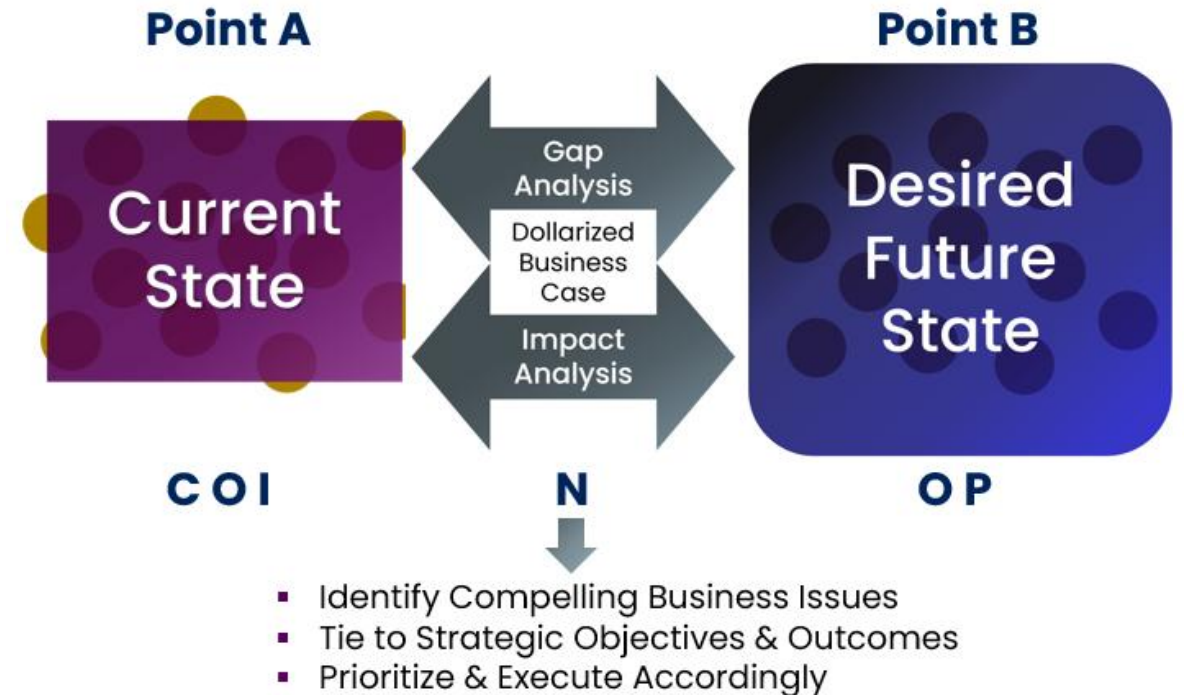
Diagnose First, Then Prescribe

Most revenue initiatives fail because they start with solutions, not truth.

We conduct a focused assessment to:

- Identify the primary constraint limiting performance,
- Prioritize intervention based on revenue impact
- Address one constraint per quarter for clarity and focus

Situation Assessment Framework



COIN-OP: Challenges, Opportunities, Impacts, Needs, Outcomes, Priorities



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The Three Most Common Revenue Constraints

Understanding the Possible Solutions

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Pipeline Creation Sprint

Set More & Better Qualified Appointments

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Pipeline Creation Sprint

WHY START HERE?

- Generate winnable pipeline, not just more activity
- Improve lead quality and qualification discipline
- Reduce wasted seller effort
- Create faster signal-to-revenue momentum



Pipeline Creation Sprint

SET MORE & BETTER QUALIFIED APPOINTMENTS

Deepen Buyer Acumen

Establish ICP and persona clarity with roles, goals, and general COIN-OP (Challenges, Opportunities, Impacts, Needs, Outcomes, Priorities).

Research Prospects

Select the right effort level; research prospects to inform the approach.

Develop POSE Value Stories

Create problem- and outcome-centric messaging tied to your ICP and personas.

Integrate Influence Skills

Weave Ethos, Pathos, and Logos into value stories for ethical influence.

Use Omnichannel Sequences

Use multiple channels to build AIR (Awareness, Interest, Relationship).

Adapt to the Customer Lifecycle

Adapt outreach and massaging to the Customer Lifecycle stage.

Navigate Disinterest

Explore authentic vs. smokescreen disinterest and determine whether to pursue, nurture, or discontinue.

Resolve Concerns

Follow a buyer-centric process to determine the root cause of the concern and address it appropriately.

Nurture Effectively

How to nurture to support not-quite-ready buyers and deepen AIR until they are ready to proceed.



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Opportunity Conversion Sprint

**Manage opportunities more effectively
to improve your win rates**

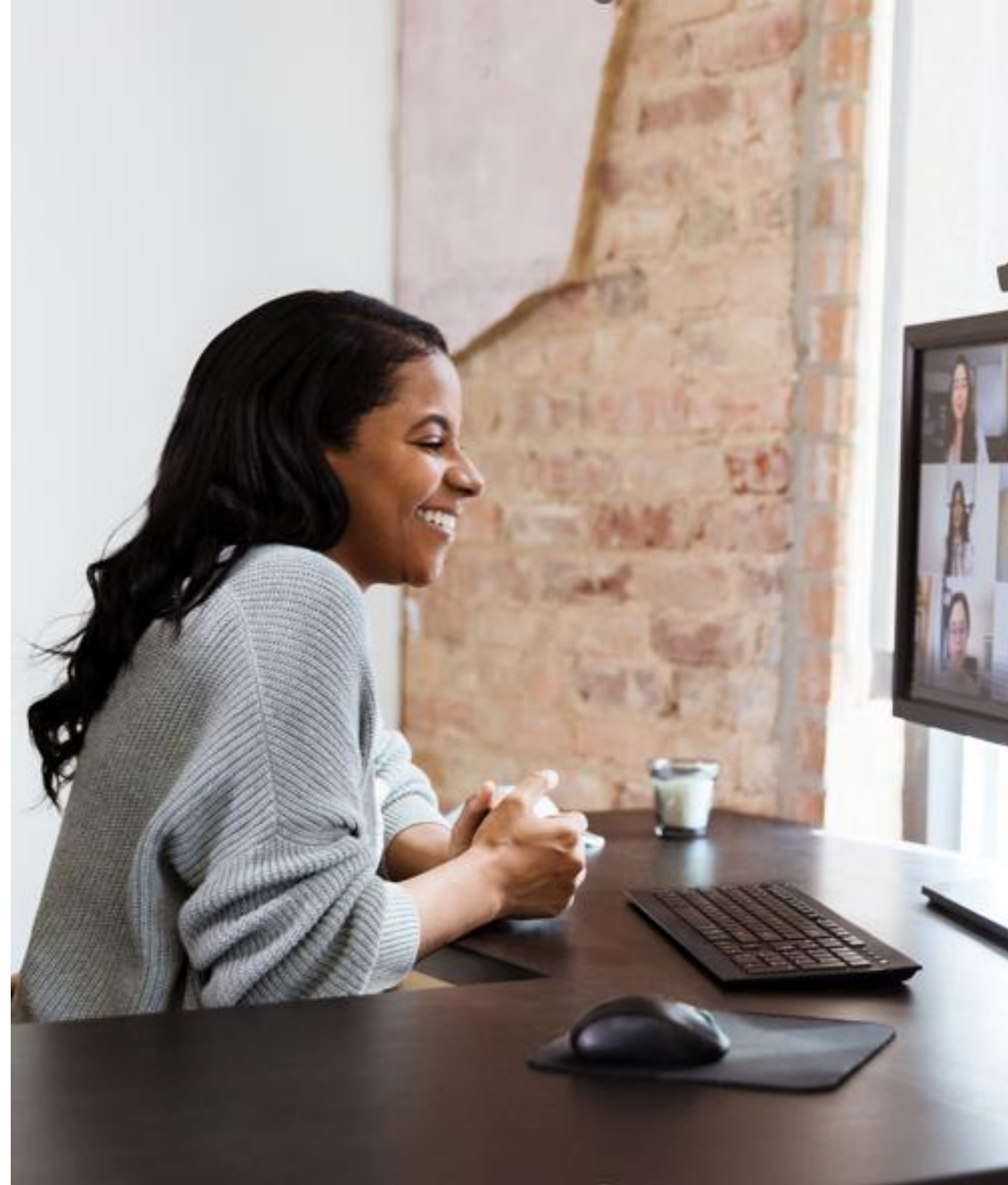
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Opportunity Conversion Sprint

WHY START HERE?

- Increase win rates
- Improve sales velocity
- Stabilize forecast confidence
- Generate more revenue without more pipeline



Opportunity Conversion Sprint

MANAGE OPPORTUNITIES MORE EFFECTIVELY TO IMPROVE YOUR WIN RATES

Conduct Sales Call Planning	Prepare for meetings with clear mutual objectives and plans to satisfy buying process exit criteria.
Master Meeting Management	Lead meetings to achieve objectives, add value, and maintain momentum.
Qualify Opportunities	Use a structured approach to confirm fit and viability.
Master Discovery	Uncover the current state, desired future state, and needs (COIN-OP: (Challenges, Opportunities, Impacts, Needs, Outcomes, Priorities)).
Navigate the Buying Process	Align your process and tasks with buyer stages and satisfy their exit criteria.
Map the Buyer Landscape	Identify roles, influence, and attitudes across stakeholders.
Communicate Value Effectively	Connect solutions to outcomes and priorities that matter most and message solutions in the value language that resonates for each buyer.
Delivering POSE Value Stories	Share relevant problems, outcomes, and solutions to build interest.
Integrate Influence Skills	Weave Ethos, Pathos, and Logos into value stories for ethical persuasion.
Gain Commitment	Guide buyers to confident decisions and next steps.



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Account Expansion Sprint

Set data-driven account objectives and develop & execute logical plans to achieve them

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Account Expansion Sprint

WHY START HERE?

- Set data-driven account objectives
- Focus effort on highest-growth accounts
- Create intentional account plans to achieve objections
- Unlock hidden revenue in existing customers
- Drive durable, high-margin revenue at lower cost



Account Expansion Sprint

SET ACCOUNT OBJECTIVES, DEVELOP & EXECUTE PLANS TO GROW ACCOUNTS

Set Account Objectives	Use a data-driven method to set logical account objectives.
Use the Situation Assessment	Uncover the current state, desired future state, and needs (COIN-OP: (Challenges, Opportunities, Impacts, Needs, Outcomes, Priorities)).
Map the Account Landscape	Identify roles, influence, and attitudes across stakeholders.
Develop Account Plans	Using the above, create actionable strategies to achieve the account objectives.
Develop POSE Value Stories	Craft stories and messaging tied to account-specific problems and outcomes.
Integrate Influence Skills	Weave Ethos, Pathos, and Logos into value stories for ethical influence.
Communicate Value Effectively	Connect solutions to outcomes and priorities that matter most and message solutions in the value language that resonates for each buyer.
Obtain Referrals	Leverage satisfied customers for introductions and advocacy.
Lead Customer Value Reviews	Lead meetings to reinforce value delivered, resolve any issues, and uncover new opportunities.



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How a Sprint is Delivered (Implementation)

**Quarterly Sprints to Address Your Biggest Constraints
or Greatest Opportunities for Growth**

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What Leaders Can Expect During a Sprint

- Clear executive sponsorship and alignment
- Structured, time-bound execution (11–12 weeks)
- Manager-first enablement to ensure adoption
- Weekly cadence with applied work, not theory
- Measurable progress and executive visibility



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Pricing & Engagement Options

Explore any combination
or implement all three

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Clear, transparent pricing—scoped to impact

- Pricing based on sprint type and scope
- Quoted quickly after one discussion
- Covers the full sprint from kickoff through sustainment
- No surprise fees or open-ended engagements



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About Mike Kunkle

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Mike Kunkle

Founder &
Sales Transformation Consultant

Transforming
SALES RESULTS™

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www.mikekunkle.com/services

Mike Kunkle is a senior sales effectiveness and revenue enablement leader with 30+ years improving execution, productivity, and revenue outcomes for organizations from growth-stage to \$6B+ enterprises.

As founder of [Transforming Sales Results, LLC](#), Mike partners with clients to design implement sales effectiveness systems that drive measurable results.

He's the author of [The Building Blocks of Sales Enablement](#), and will release other titles in 2026, starting with *The CoNavigator Method for B2B Sales Mastery*.

Connect with Mike & Explore His Content & Services

Transforming Sales Results Services	https://www.mikekunkle.com/services
Transforming Sales Results Blog	https://www.mikekunkle.com/blog
The Building Blocks of Sales Enablement	https://bit.ly/BBofSE (Book in Paperback and Kindle)
Sales Effectiveness Straight Talk Newsletter	https://bit.ly/SalesEnablementStraightTalk
Other Social Links & Content	https://linktr.ee/mikekunkle

Mike Kunkle



Sample Results

- \$398MM YoY revenue increase, \$9.96MM net profit increase
- 47% productivity lift
- Decreased new-hire sales rep ramp-up time by 23%, 34%, 47%, 52%
- Improved win-rates by 16%
- Increased quota attainment by 36% YOY
- At 120 days, new reps outsold a control group of 5-year reps by 21%
- Increased sales/rep in the 90 days after training by 2.3/month—average increase of \$183k/class or \$36.6MM/year
- Improved average profitability/new reps by 11%

Sample Experience (Employers & Clients)

- Sales Profession: 40+ years (both B2C & B2B)
- 30+ years leading sales performance improvement efforts
- 12 years leading sales consulting projects
- Technology/software companies: 10 years (3 years at a start-up)
- Financial services: 9 years
- FinTech: 2 years
- Pharma/healthcare: 5 years
- Industrial B2B / Distribution: 7 years
- EdTech: 3 years
- Managed 2 P&Ls (\$8MM and \$22MM)
- Led departments of up to 30 FTE
- Served sales forces from 5 to 6,000 FTE



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APPENDIX

Additional Details

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DETAIL on How a Sprint is Delivered

Implementation Includes:

- Setup, scheduling, and support (each sprint runs for 11-12 weeks, on average)
- Templates and advice for change management messaging
- Two virtual kickoff meetings: 1) Sales Managers* first, and then 2) your Salespeople
- Weekly virtual sessions for each module *
 - Pre-reading in Participant Workbook
 - Doubles as a post-program Content Summary
 - Live virtual workshops in Zoom (up to 90 minutes each; may be less)
 - Clarification, discussion, Q&A, exercises
 - Worksheets to support application on-the-job
 - Coaching Points for Managers
- One virtual wrap-up meeting with additional sustainment tools

* Recommend including Revenue Enablement, RevOps, Sales Training, and Product Marketing staff for common language, internal support, and adoption.

DETAIL on Pricing & Engagement Options

- We will be completely transparent with pricing, but it requires one discussion. Pricing is quoted based on 1) the Sprint selected, 2) the number of salespeople and sales managers/leaders being trained, 3) the number of non-sales auditors—up to 5 free; additional auditors at half-price, and 4) the number of cohort groups for the workshops (12–15 participants per cohort preferred with 18 maximum.) With the information we need, we can provide a quote in minutes that covers the entire sprint experience from pre-Sprint communication through post-Sprint support.
- Payment in full is expected prior to project kickoff.

Sprint Modules & Weekly Workshops

Pipeline Creation
Deepen Buyer Acumen
Research Prospects
Develop POSE Value Stories
Integrate Influence Skills
Use Omnichannel Sequences
Adapt to the Customer Lifecycle
Navigate Disinterest
Resolve Concerns
Nurture Effectively

Opportunity Conversion
Conduct Sales Call Planning
Master Meeting Management
Qualify Opportunities
Master Discovery
Navigate the Buying Process
Map the Buyer Landscape
Communicate Value Effectively
Delivering POSE Value Stories
Integrate Influence Skills
Gain Commitment

Account Expansion
Set Account Objectives
Use the Situation Assessment
Map the Account Landscape
Develop Account Plans
Develop POSE Value Stories
Integrate Influence Skills
Communicate Value Effectively
Obtain Referrals
Lead Customer Value Reviews

Mike Kunkle: What Others Are Saying



Tom Williams

"One Of The Brightest Minds In The Sales Profession Today!"

He is a thought leader and sage whose advice is respected and counsel admired within the sales, marketing and training professions at all levels of an organization. If you follow Mike's writings and presentations you will be enriched by their depth and breadth. They are clear, compelling, comprehensive and entertaining. It's impossible to walk away without learning something new.

Sales Strategist, Advisor, Speaker and Writer

"When I Think Of Sales Enablement, I Think Of Mike."

"He is, by far and without a doubt, the most knowledgeable person I know on the subject. If you need someone who will thoughtfully, thoroughly and strategically help you drive sales improvement, Mike is the right person for the job. There isn't a person I know in the sales community who doesn't respect what Mike has to say about the art and science of selling. He is a true master craftsman in the area of sales and I look to him for guidance regularly.

High Growth Revenue Executive and Advisor



Sean Burke

LinkedIn

Connections: 14,900+

Followers: 205,000+

Recommendations: 64

Mike Kunkle: What Others Are Saying

Other Recommendations, Visible on LinkedIn: <https://www.linkedin.com/in/mikekunkle>



David Mantica

VP and General Manager at SoftEd

May 30, 2018, David managed Mike directly

Mike is a respected, sought-after, and admired sales enablement and sales transformation expert. His depth of understanding around complex business to business sales process is unrivaled. His eye for detail together with his deep understanding of complex business processes allows him to see challenges and issues that others don't; he sees the mouse in the corner while everyone else is thinking it is the elephant in the room.

Mike was instrumental in the start-up and roll out of Fast Lane Digital, a division new to Fast Lane Training and Consulting. He developed the sales transformation practice and productized solutions to help companies pivot their selling processes, procedures and systems in the face of Digital Transformation.

I would highly recommend Mike as a consultant, advisor, analyst and subject matter expert around sales enablement and sales transformation. He brings a wealth of experience and will quickly analyze your current situation and provide very prescriptive solutions to correct the challenges you face offering you a strong pathway to future success.



Tracy Ross

Learning and Performance Strategist, Sales Enablement Leader

May 26, 2018, Tracy was a client of Mike's

It has been a pleasure to work with Mike as we are transforming our Sales Enablement strategy for the Global Internet of Things (IoT) Sales Group at Intel and scaling our IoT Sales Champion Program to identify internal sales professionals with the potential to be high, or even elite, performers. Mike brings a design thinking perspective to the table that I truly appreciate. He asks intelligent questions to guide you through the process and craft a solution to get the results you need. Pair that with his years of experience in sales enablement and IoT, and you get a rare resource. While we are still in the early stages of rolling out the IoT Sales Champion Program, we have already have anecdotal data that our updated sales methodology is breaking through barriers to architectural conversion and improving conversations with our customers.

Mike Kunkle: What Others Are Saying

Other Recommendations, Visible on LinkedIn: <https://www.linkedin.com/in/mikekunkle>



Ted Corbeill Jr

Driving revenue growth through data-driven insights, business innovation, and collaboration | Veteran

April 25, 2018, Ted worked with Mike but at different companies

As a Sales Enablement professional, I continually research Sales Enablement best practices. By far, my favorite thought leader is Mike. He freely shares very useful and actionable resources. In my new role, I'm using his comprehensive, yet concise, "Building Blocks of SE" framework as a blue print to build a SE center of excellence for.

Mike has been a great mentor and friend who generously shares straightforward advice and feedback. If you want to drive sales transformations, I highly recommend collaborating with Mike!



Chuck Searle

Vice President of Partnerships & Alliances at Brainspark

January 12, 2017, Chuck was senior to Mike but didn't manage directly

Mike is a Sales Enablement expert. He listens and understands your organizational needs, and then expertly craft solutions to improve the efficiency and effectiveness of your sales organization. He is professional and proficient in all aspects of the salespersons journey. I highly recommend Mike to any company looking to upgrade their sales process.