



# Let's Grow *Your* Business.

From **revenue strategy to leadership alignment** — we deliver structured advisory that drives real results for your business.



# What Problems Are We Solving?

We address four core strategic areas — individually or combined — to diagnose constraints and build a clear roadmap for growth.

## Step 1

### What Problems Are We Solving?



Revenue &  
Growth Strategy



Operational  
Strategy



Business Model &  
Finance Strategy



Leadership  
Alignment



#### Revenue & Growth Strategy

Diagnose your sales system, marketing effectiveness, and lead generation engine. We design conversion-optimised funnels, sharpen your positioning, and build the customer acquisition strategy that drives sustainable revenue growth.



#### Operational Strategy

Identify the bottlenecks preventing you from scaling. We design scalable delivery systems, document processes, plan capacity, and optimise fulfillment so your business can grow without breaking under the pressure.



#### Business Model & Finance Strategy

Clarify your pricing architecture, sharpen your Ideal Customer Profile, and build financial sustainability. We analyse margins, model profitability scenarios, and design a business model that supports long-term growth.



#### Leadership Alignment

Align your executive team around clear priorities and a shared strategic direction. We facilitate decision frameworks, resolve conflicting priorities, and design governance structures that enable fast, confident execution.

# How Do We Deliver?

We identify what problem needs solving, then recommend the right delivery format — so every engagement is purposeful and results-driven.

## Step 2 How Do We Deliver?

### Strategic Audit

#### Recommended Entry Point

A comprehensive diagnostic and strategic blueprint.

Includes:

- Deep-dive analysis,
- Constraint mapping,
- Gap identification, and
- Priority roadmap.

**Timeline:** 2–3 weeks

**Best for:** Significant challenge with unclear root cause

### Strategic Workshop

#### Focused & Fast

A targeted 2–4 hour advisory session addressing:

Includes:

- A specific, well-defined problem,
- Structured preparation,
- Facilitated session, and
- Clear action plan delivered same day.

**Timeline:** 2–4 hours

**Best for:** Specific, well-defined problem needing fast resolution

### Advisory Retainer

#### Ongoing Partnership

Continued executive advisory support across multiple strategic areas.

Minimum 6 hours per month —

Includes:

- Strategic guidance,
- Decision support, and
- Leadership alignment sessions.

**Timeline:** 6+ hrs/month

**Best for:** Scaling businesses needing ongoing strategic partnership

## Honest advisory. Measurable results.



### Structured Diagnosis First

We never prescribe before we diagnose. Every engagement begins with a structured discovery process to identify the real constraint — not the surface symptom.



### Transparent Commercial Model

No retainer lock-ins without clear scope. No blurred advisory lines. Our Commercial Engagement Model is shared upfront — you know exactly what you're getting and what it costs.



### Execution-Oriented Deliverables

Strategy documents that sit in drawers don't interest us. Every deliverable is designed to be immediately actionable — with clear priorities, owners, and timelines.

# Some of Our Customers

Customers benefitting from our consulting services.



## From fragmented vendor quotes to a strategic commercial roadmap

**FBS Consult** was engaged by SITA to benchmark their network and hosting services against the private sector. They had some vendor responses but no structured way to compare pricing, SLAs, or strategic positioning.

**SalesCollab Consulting designed** the entire RFI framework, consolidated vendor responses into a unified comparison model, and delivered a strategic SWOT analysis with actionable recommendations for SITA's commercial management team.

**Within 4 weeks**, FBS had a complete deliverables pack including TCO modelling, vendor scorecards, and an executive report positioning them as a high-level strategic advisor — not just a pricing aggregator.



**4**

Vendors  
Benchmarked

**5**

Service Categories  
Analysed

**100%**

Strategic Positioning  
Achieved

## From marketing chaos to a revenue-ready conversion system

**WFA Online School** had a credible mission, IEB-aligned curriculum, and accessible fee structure — but a broken growth engine. Despite R60k+/month in marketing spend, they were stuck at 121 learners against a 210-learner sustainability target.

**SalesCollab Consulting conducted a full Revenue & Growth Diagnostic**, auditing their marketing environment, rewrote their investor pack, and designed a complete Revenue Engine framework addressing strategy, conversion infrastructure, CRM, and admissions follow-through.

The engagement clarified that WFA's problem wasn't content volume — it was systemic execution gaps in post-click conversion, retargeting, and lead handling.

**3**

Weeks to  
Diagnosis

**R300k**

Monthly Burn Rate  
Addressed

**System-Level**

Revenue Engine  
Designed

# Ready For Your Strategic Breakthrough?

Book a complimentary 30-minute Discovery & Fit call

*We'll identify your primary strategic challenge and recommend the right engagement — with **complete transparency on process, deliverables, and investment.***

Give us a call. Send us a mail.



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*Let's start a conversation.*



**SalesCollab  
Consulting**