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# Revenue Acceleration Sprints

A 90-day intervention to diagnose and remove  
the constraints limiting revenue performance

**Improving Seller  
Capability and  
Execution**

**Pipeline Creation  
Opportunity Conversion  
Account Expansion**

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# What This Is & Why It Exists

- Why Revenue Acceleration Sprints?
- Diagnose First, Then Prescribe
- The Three Sprint Options
  - Pipeline Creation
  - Opportunity Conversion
  - Account Expansion
- How a Sprint Is Delivered (Implementation)
- Pricing & Engagement Options
- About Mike Kunkle







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# **Why Revenue Acceleration Sprints?**

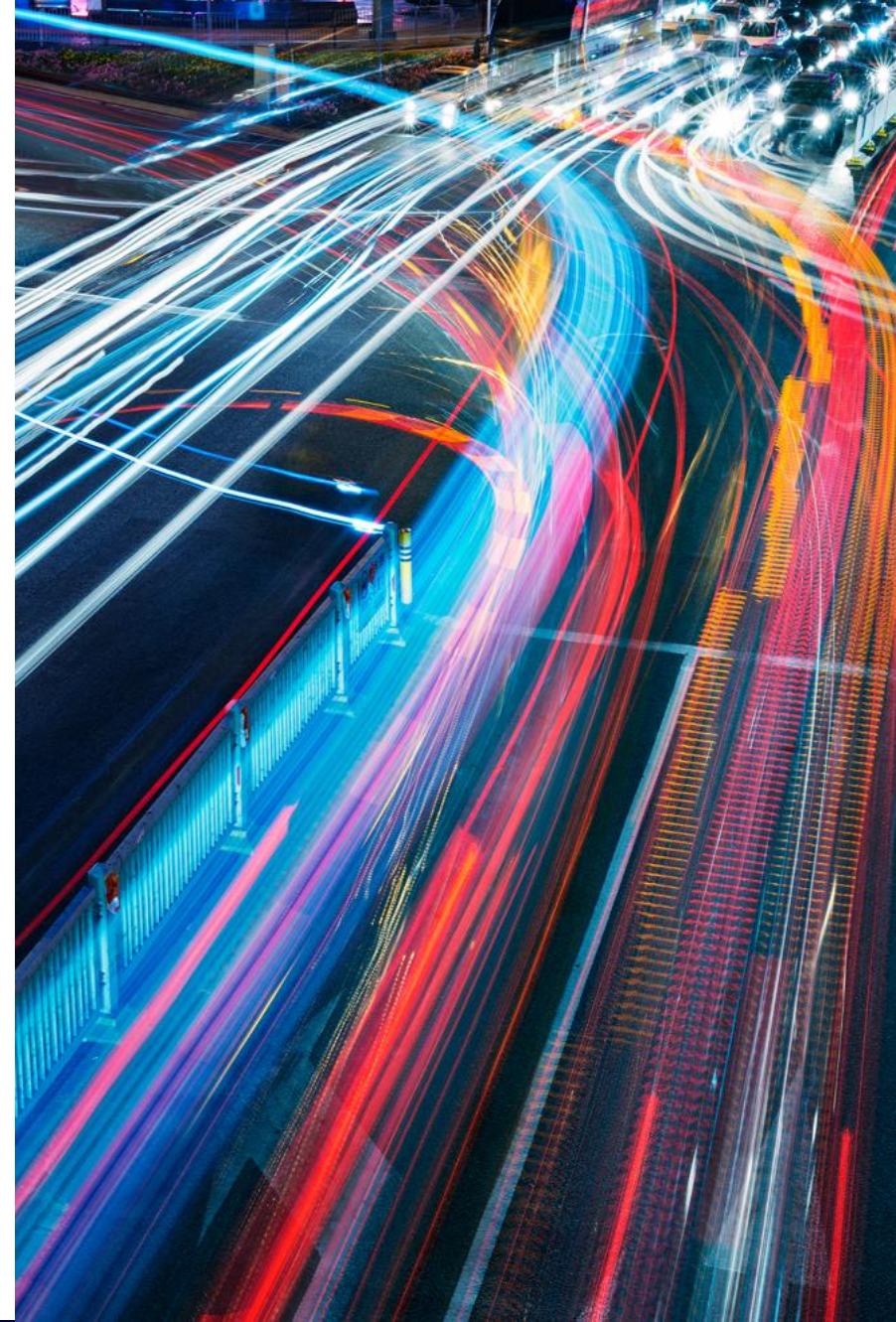
**Identify & Remove Revenue Constraints**

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# Why Revenue Acceleration Sprints?

- Revenue challenges are constraint-driven
- When you address root-cause constraints, performance improves
- Fixing the wrong constraint wastes time and risks credibility
- Focused interventions in the right constraint outperform broad change







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# Diagnose First, Then Prescribe

**Determine Your Biggest Constraints & Priorities**

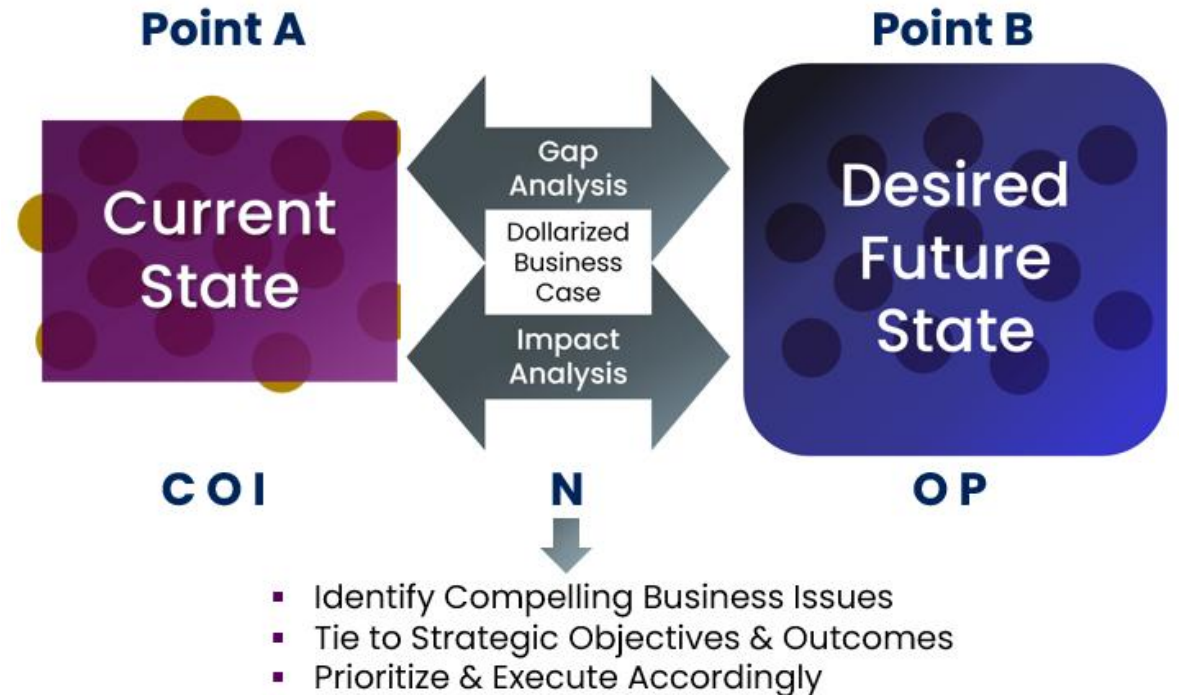
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# Diagnose First, Then Prescribe

Together, we'll:

- Review your diagnostic results from <https://conavigatormethod.com/diagnostic>
- Conduct a situation assessment →
- Determine the biggest constraint:
  - Pipeline Creation
  - Opportunity Conversion
  - Account Expansion
- If more than one, prioritize the sprints (each sprint is 90 days)
- If nothing is “broken” but you’d like to see improvement, we select the right sprint(s) based on your objectives.

## Situation Assessment Framework



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





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# The Three Sprint Options

Understanding the Possible Solutions

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# Pipeline Creation Sprint

**Set More, Better-Qualified Appointments**

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# 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/Use POSE Value Stories

Create problem/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 messaging 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

Support not-quite-ready buyers and deepen AIR until they're ready to proceed.

# Pipeline Creation Sprint

## WHY START HERE?

- Generate winnable deals
- Fastest signal to revenue momentum
- Improve quality, not just activity
- Reduce wasted seller effort







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# Opportunity Conversion Sprint

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

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# Opportunity Conversion Sprint

## MANAGE OPPORTUNITIES MORE EFFECTIVELY TO IMPROVE YOUR WIN RATES

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



# Opportunity Conversion Sprint

## WHY START HERE?

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





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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

## 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/Use 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.

# Account Expansion Sprint

## WHY START HERE?

- Set data-driven account objectives
- Create intentional account plans to achieve objectives
- Identify and prioritize high-growth accounts
- Unlock hidden revenue in existing customers
- Deliver durable, high-margin revenue at lower cost







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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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# How a Sprint Is Delivered

## Implementation Includes:

- Setup, scheduling, and support (each sprint runs for 90 days)
- 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 a digital book designed for the sprint) or videos—varies by sprint
    - Content Summaries are also provided for each module
  - Live virtual workshops in Zoom (up to 90 minutes each; some may be less)
    - Reinforcement, 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.





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# Pricing & Engagement Options

Explore any combination  
or implement all three

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# Pricing & Engagement Options

- We'll 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 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 20 *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 required prior to project kickoff.

## Sprint Modules & Weekly Workshops

| Pipeline Creation               |
|---------------------------------|
| Deepen Buyer Acumen             |
| Research Prospects              |
| Develop/Use 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  |
| Develop/Use 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/Use POSE Value Stories |
| Integrate Influence Skills     |
| Communicate Value Effectively  |
| Obtain Referrals               |
| Lead Customer Value Reviews    |



# Next Steps

## Option 1:

- Take a no-cost, no-obligation assessment to learn where you have the biggest constraints and the most opportunity for improvement:
  - <https://conavigatormethod.com/diagnostic>

## Option 2:

- Schedule 30 minutes** with Mike Kunkle to discuss your situation and explore whether the sprints would be helpful for you.





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# About Mike Kunkle

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## Mike Kunkle

Founder &  
Sales Effectiveness Advisor

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214.930.9932

[mike@transformingsalesresults.com](mailto:mike@transformingsalesresults.com)

[www.mikekunkle.com/services](http://www.mikekunkle.com/services)

## Mike Kunkle is a leading authority on sales enablement, sales effectiveness, sales training, and sales transformation.

For 30+ years, he's helped organizations achieve breakthrough revenue growth through proven-effective enablement strategies and high-impact sales systems.

As founder of [Transforming Sales Results, LLC](http://www.mikekunkle.com), Mike partners with clients to design sales training, deliver workshops, provide advisory services, and implement sales effectiveness practices that drive measurable results.

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

### Connect with Mike & Explore His Content & Services

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

# Mike Kunkle



## 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 startup)
- Financial services: 9 years
- FinTech: 2 years
- Pharma/healthcare: 5 years
- Industrial B2B / Distribution: 7 years
- EdTech: 3 years
- Managed 2 P&Ls (\$8M and \$22M)
- Led departments of up to 30 FTE
- Served sales forces from 5 to 12,500 FTE
- Roles/titles: sales training, sales effectiveness, sales performance development, sales management development, sales enablement—at manager, director & VP levels

## Sample Results

- Decreased new-hire sales rep ramp-up time by up to 52%
- At 120 days, new reps outsold a control group of 5-year reps by 21%
- \$398M YOY revenue increase, \$9.96M net profit increase
- Increased sales/rep in the 90 days after training by 2.3/month—annual impact of \$36.6M
- Improved the average profitability of new reps by 11%
- Improved win-rates by 16%
- Increased quota attainment by 36% YOY



# What Others Are Saying

## "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



Tom Williams



Sean Burke

## "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



Connections: 15,000+  
Followers: 204,000+  
Recommendations: 65

## A sampling of industry recognition:

- ConsultClarity: ["35 Essential Wholesale Trade Thought Leaders"](#)
- Thinkers360: ["Top 100 B2B Thought Leaders, Analysts & Influencers You Should Work With in 2026: North America"](#)
- GTM Buddy: ["15 Sales Enablement Leaders Worth Following on LinkedIn"](#)
- Zendesk: ["55 Sales Pros to Follow on Twitter"](#)
- Mark Gibson: ["What Are You Reading? Who Are Your Influencers?"](#)
- Global Gurus: ["World's Best 30 Sales Speakers, Trainers and Thought Leaders 2023"](#)
- Hippo Video: ["31 Best Sales Influencers to Follow in 2023"](#)
- CloudShare: ["19 Top Sales Enablement Leaders on Social Media in 2022"](#)

# 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.



# 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 Brainshark

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.



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