Ask Zig: How I Can Help Boost Your Sales, Marketing, Products, and Company

Sales Team: Skills, Systems, and Performance

- Build a complete sales playbook: ICP, talk tracks, discovery, demo flow, closing, and follow-up
- Objection-handling scripts tailored to your top 10 roadblocks
- Prospecting cadences (email, phone, social) with proven copy and timing
- Qualification frameworks (BANT, MEDDICC) adapted to your deal cycle
- Discovery question maps that uncover pain, value, and urgency
- Negotiation and closing techniques that protect margin
- Pipeline hygiene and reviews that drive accurate forecasts
- Role-play sessions with coaching notes and scorecards
- Comp plan tuning, SPIFFs, and recognition programs that actually motivate
- Onboarding plans and 30–60–90s for new reps

Marketing: Message, Demand, and Conversion

- Ideal Customer Profile and buyer persona development
- Value proposition and positioning that separate you from competitors
- Brand story, tagline, and elevator pitch aligned to customer outcomes
- Website and landing page copy optimized for clarity and conversion
- Case studies, testimonials, and social proof frameworks
- Content strategy and editorial calendar (blogs, videos, webinars)
- Email nurture sequences: welcome, education, re-engagement, win-back
- Lead magnets, offers, and CTAs that earn the right to ask for the sale
- Campaign planning, budgeting, and simple dashboards to track ROI
- SEO keyword map and outline briefs to attract qualified traffic

Product and Packaging: Make It Easy to Buy

- Pricing and packaging: tiers, anchoring, and discount guardrails
- Free trial/POC structure that accelerates time-to-value
- Onboarding journey and in-product prompts that reduce friction
- Customer research interviews and JTBD insights to guide roadmap
- Churn analysis and retention plays by segment

Go-To-Market and RevOps: Make It Repeatable

- GTM strategy by segment, channel, and geography
- Territory design and account prioritization models
- Partner/referral/affiliate program structure and outreach kits
- MQL/SQL definitions, lead scoring, and SLA between sales and marketing
- CRM pipeline stages, fields, and automation that match your process
- Forecasting cadence and deal review templates

Customer Success and Expansion

- Success planning: onboarding, QBRs, and value checkpoints
- Playbooks for renewal, expansion, and cross-sell
- Health scoring and early-warning triggers
- Advocacy engine: reviews, referrals, and reference customers

Culture, Leadership, and Cadence

- Goal-setting that sticks (quarterly rocks, weekly scorecards)
- Daily huddles and weekly one-on-ones that build accountability
- Coaching frameworks: celebrate wins, diagnose gaps, prescribe practice
- Hiring scorecards and interview loops for top-performing reps
- Meeting rhythms that keep the main thing the main thing

Deliverables I Can Create for You

- Sales playbook, call scripts, email sequences, and objection library
- Discovery guide, demo checklist, and proposal templates
- Pricing one-pager, discount policy, and deal desk rules
- ICP/personas, brand story, and messaging hierarchy
- Landing page copy, case study template, and content calendar
- Nurture sequences, lead magnet outlines, and webinar/run-of-show
- KPI dashboard definitions and simple reporting views
- 30–60–90 ramp plans and coaching scorecards

How We'll Work Together

1. Diagnose: quick audit of funnel, pipeline, messaging, and team routines
2. Prioritize: pick 3 needle-movers for the next 30 days
3. Build: ship scripts, pages, cadences, and dashboards

4. Practice: role-play, ride-alongs, and live call feedback
5. Measure: track leading and lagging indicators; iterate weekly

What I Need to Get You Quick Wins

- Industry, average deal size, sales cycle length, win rate
- Top 3 objections and your current talk tracks
- Your best customers: who they are and why they bought
- Current channels that drive pipeline (and what's underperforming)
- Team size, roles, quotas, and compensation basics
- CRM used and your current pipeline stages

A Quick Zig Kickstart (Pick One to Start Today)

- Write a 3-sentence value proposition: problem, promise, proof
- Define your top 20 dream accounts and map 3 contacts each
- Send a 5-step reactivation sequence to closed-lost deals from 90–180 days ago
- Run a "why we won/why we lost" interview on 5 deals and harvest the language

You don't have to be great to start, but you do have to start to be great. Which area do you want me to tackle first—sales playbook, messaging, or pipeline generation?