

FROM STAGNATION TO SCALE

How Revenue Sage Transformed a SaaS Company's GTM and 10X'd Pipeline

Case Study: Revenue Sage

EXECUTIVE SNAPSHOT

Attribute	Detail
Industry	SaaS - HR Tech
Team Size	15
Starting ARR	\$2.3M
Post-Engagement Growth	150% increase in 12 months
Pipeline Impact	417 demos booked in 60 days
Revenue Unlocked	\$240K in qualified pipeline

THE CHALLENGE

The client, a scaling HR tech SaaS company, had plateaued. Despite strong product-market fit, they were experiencing:

- Sluggish pipeline velocity
- High customer acquisition costs
- A burned-out founder writing cold emails at 2am
- A recently resigned VP of Sales
- No clear GTM model or enablement system

"We had traction, but no system. Everything was founder-led and duct-taped together." They needed clarity, confidence, and a scalable path forward - fast.

THE REVENUE SAGE ENGAGEMENT

We deployed our 4-Lever Revenue Acceleration Framework, custom-tailored for their stage and GTM complexity:

1. Strategic Alignment

- Rebuilt their Ideal Customer Profile (ICP)
- Unified marketing + sales KPIs
- Mapped buyer journey across all funnel stages
- Installed a simple but powerful GTM dashboard

2. Fractional Leadership

- Installed a Fractional COO to drive operational cohesion
- Added a Fractional CTO to lead system design + implementation
- Established async communication + executive reporting flow

3. Sales Enablement Infrastructure

- Deployed a GPT-powered AI outbound system
- Created multi-touch email + LinkedIn sequences with dynamic personalization
- Implemented a CRM-integrated follow-up loop with auto-reply agents
- Developed persona-specific talk tracks, call scripts, and rebuttals

4. Financial Foresight

- Built a GTM-aligned forecast model
- Modeled CAC payback periods and hiring velocity
- Created an investor-ready dashboard with margin metrics + growth waterfall

THE RESULTS

Metric	Before	After
Demo Volume	~12/month	417 in 60 days
Reply Rate	6%	27%
Monthly Pipeline	\$30K	\$240K in 60 days
ARR	\$2.3M	150% increase YoY
Founder Time in Sales Ops	25 hrs/week	<2 hrs/week

WHAT THE FOUNDER SAID

"Revenue Sage didn't just give us tactics. They built us a growth engine. The team actually ran the system while we scaled. I finally had time to be a CEO again."

WHY IT MATTERED

This wasn't just about more leads. It was about reclaiming control of the business.

- The team shifted from chaos to clarity
- Sales became predictable, not stressful
- Internal morale skyrocketed
- The investor deck post-engagement had proof - not promises

"We 10X'd our demos without hiring a single SDR."

WANT RESULTS LIKE THIS?

- Book a Free GTM & Pipeline Strategy Audit with Revenue Sage
- Download the AI-Enabled Sales Playbook
- Let's build your revenue engine - and scale without burning out

**Limited
Time Offer**

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