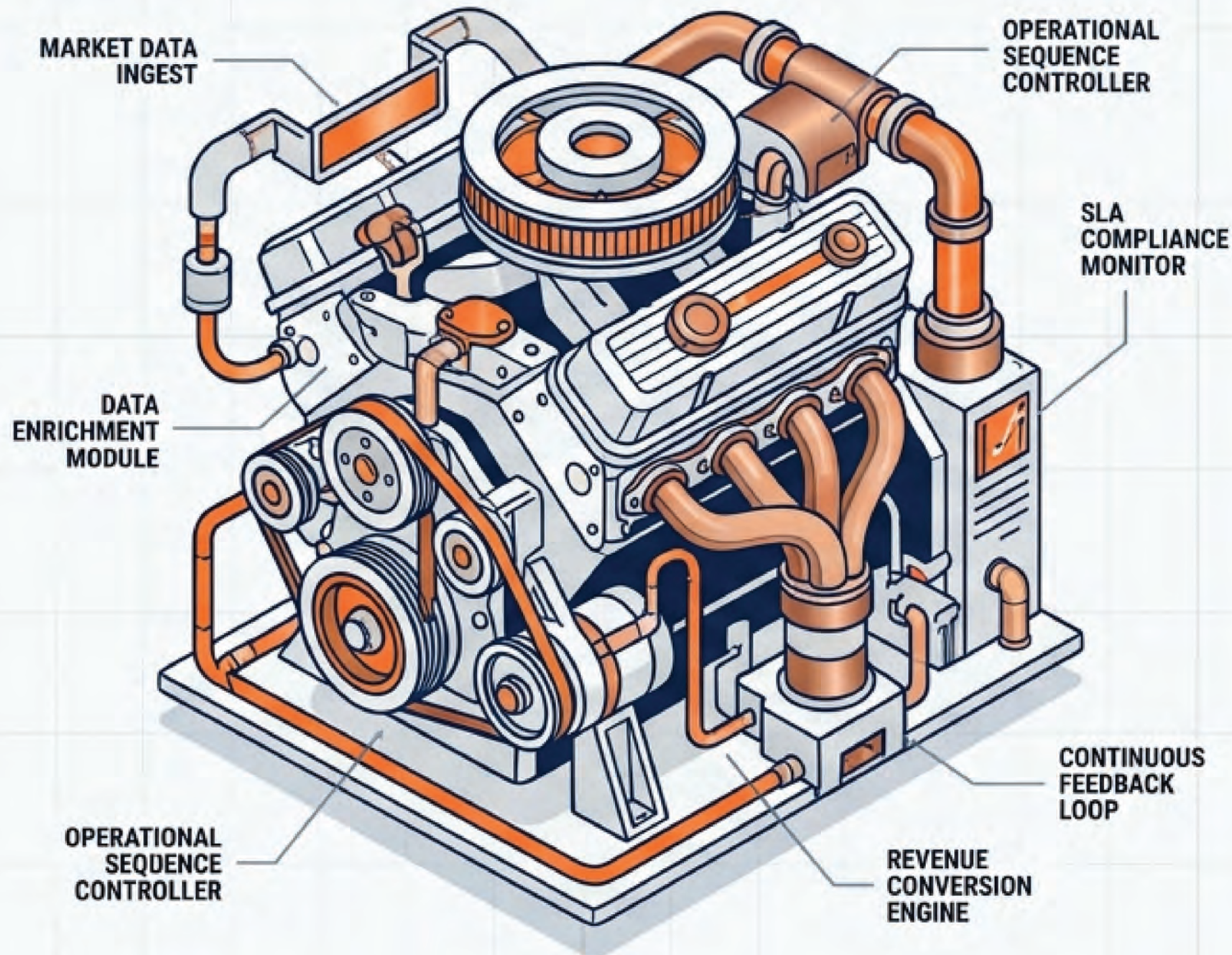


ENGINEERING THE HIGH-PERFORMANCE REVENUE PROCESS

OPERATIONAL PLAYBOOK & CRM STANDARDS



OPERATIONAL BLUEPRINT SUMMARY

A unified methodology for transforming raw market data into closed revenue through strict operational sequences, non-negotiable SLAs, and continuous data enrichment.

CORE SEQUENCES

PHASE	CRITICAL ACTIONS	EXPECTED OUTCOME
DATA ACQUISITION	• Standardized Ingest	✓ Clean Data Pipeline
QUALIFICATION	• Automated Scoring & Routing	✓ Sales-Ready Leads
ENGAGEMENT	• Defined Outreach Protocols	✓ Qualified Opportunities
NEGOTIATION	• Deal Desk Review & Approval	✓ Contract Ready
CLOSED REVENUE	• Final Documentation & Handoff	✓ Recognized Revenue

NON-NEGOTIABLE SLAs



CONTINUOUS DATA ENRICHMENT

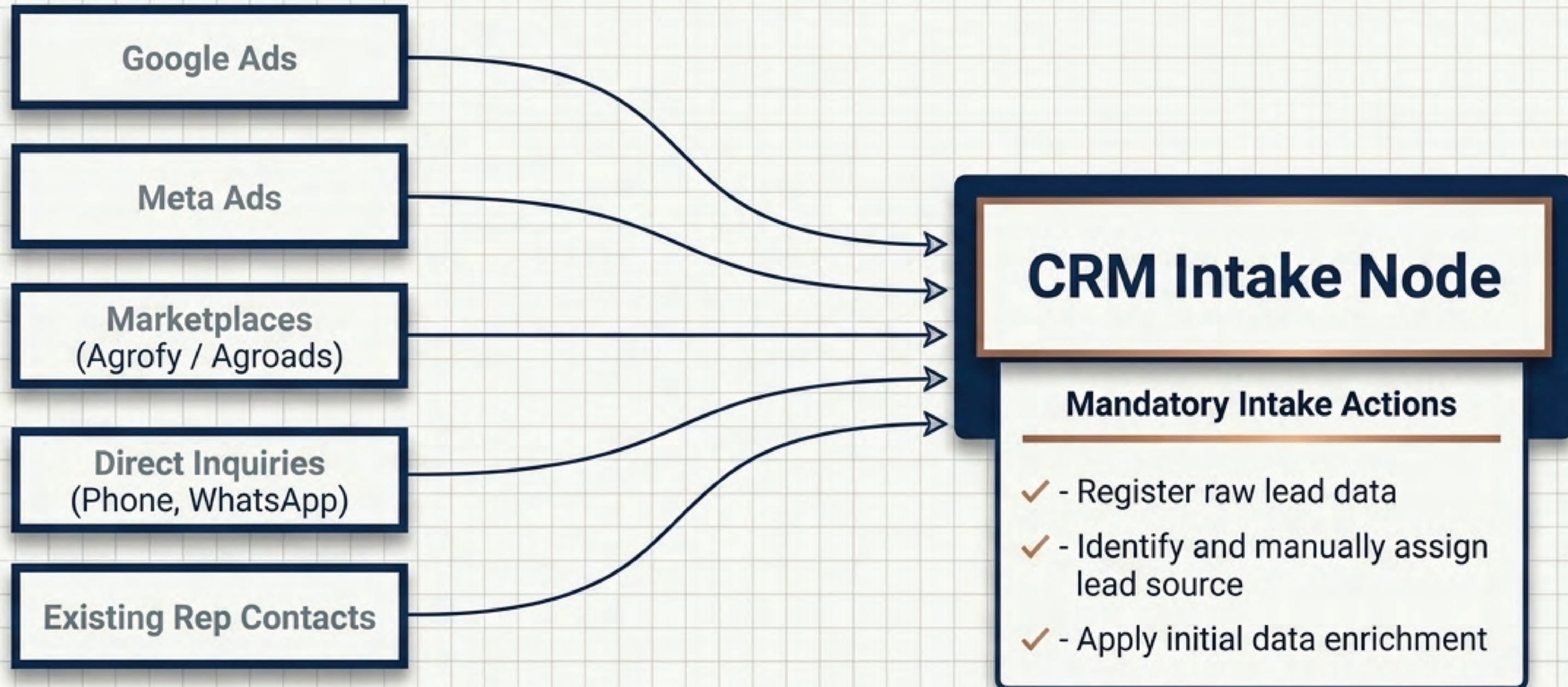


THE SIX-STAGE COMMERCIAL ENGINE ARCHITECTURE



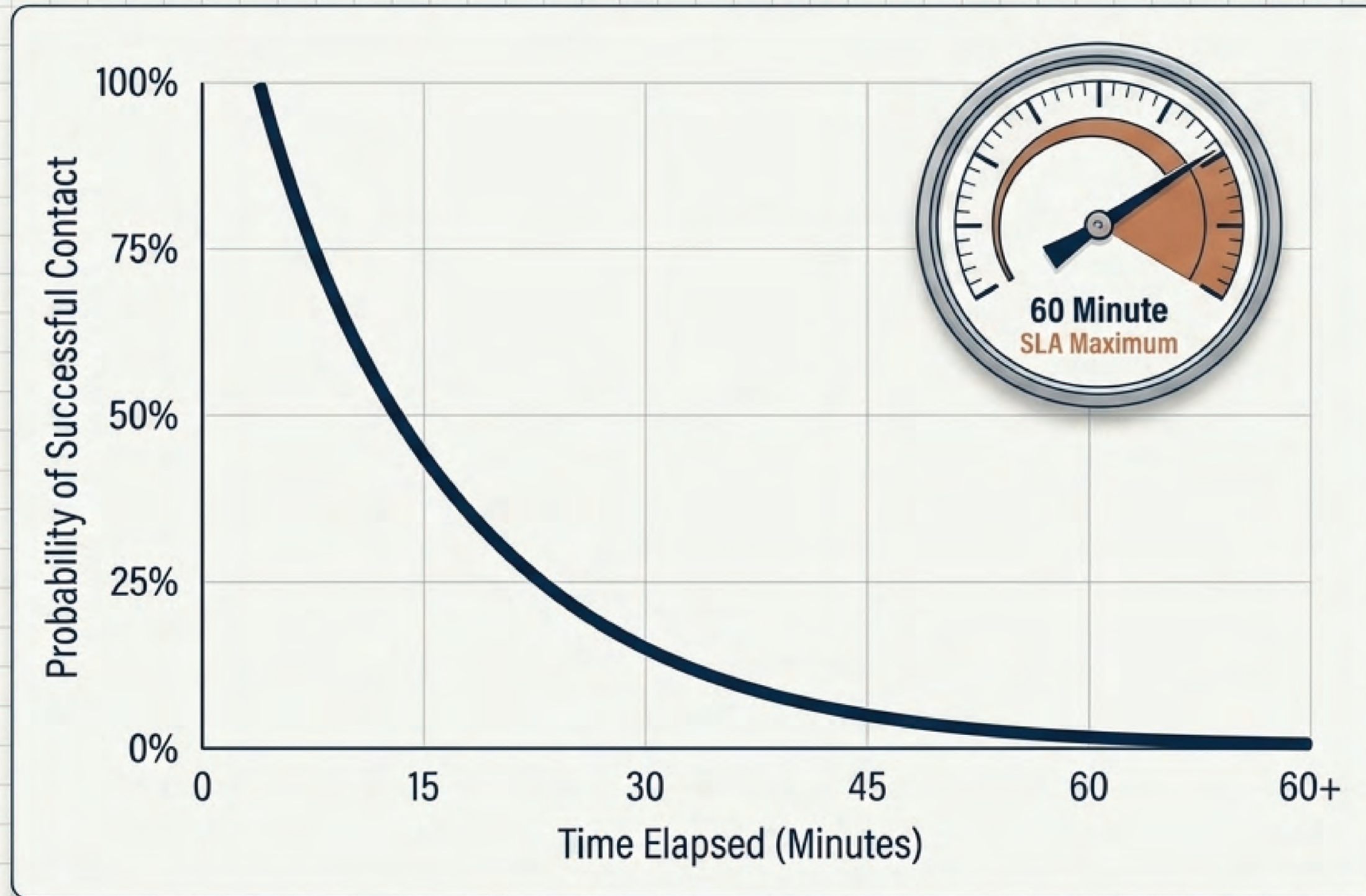
Success requires adherence to every operational node. Skipping stages breaks the data chain.

CONVERGING OMNICHANNEL INPUTS INTO A SINGLE SOURCE OF TRUTH



Every potential customer enters through the CRM.
No external side-channels are permitted.

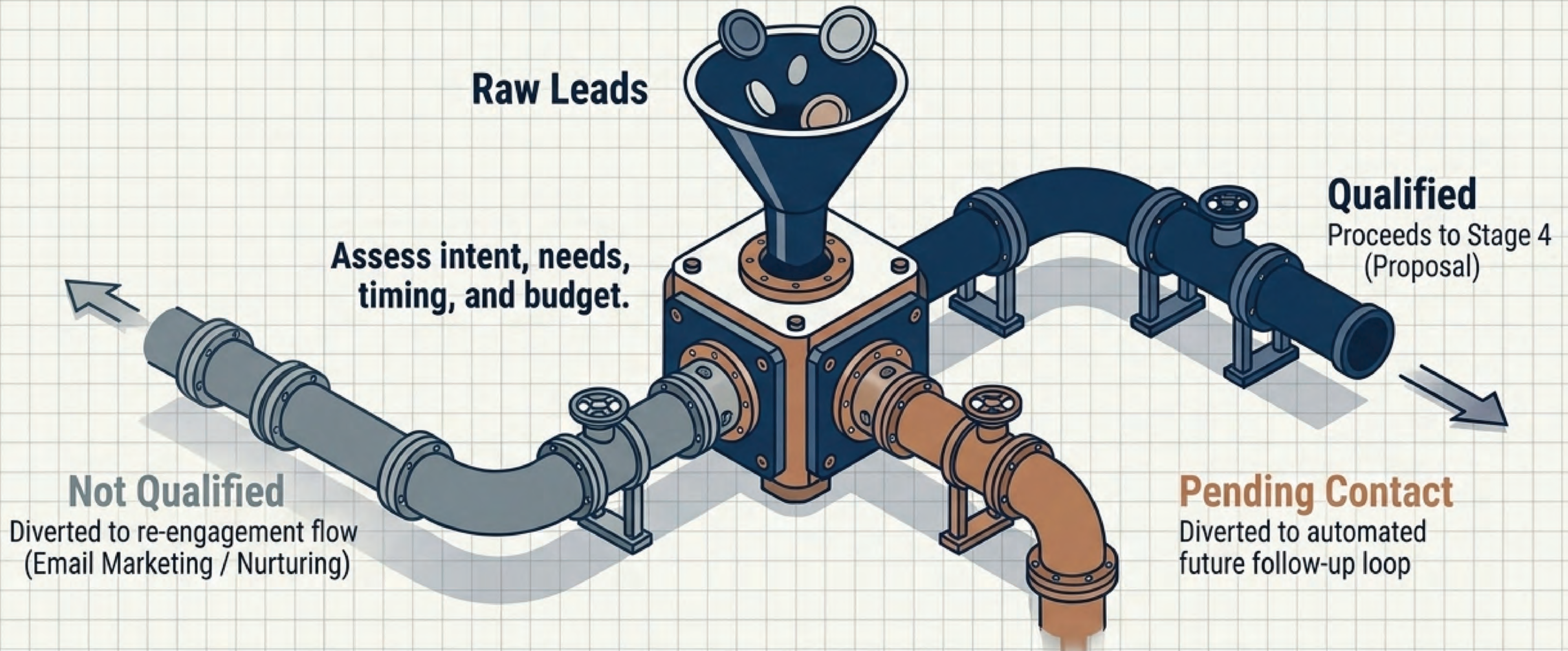
The One-Hour SLA and the Contact Decay Curve



Mandatory Action Protocol

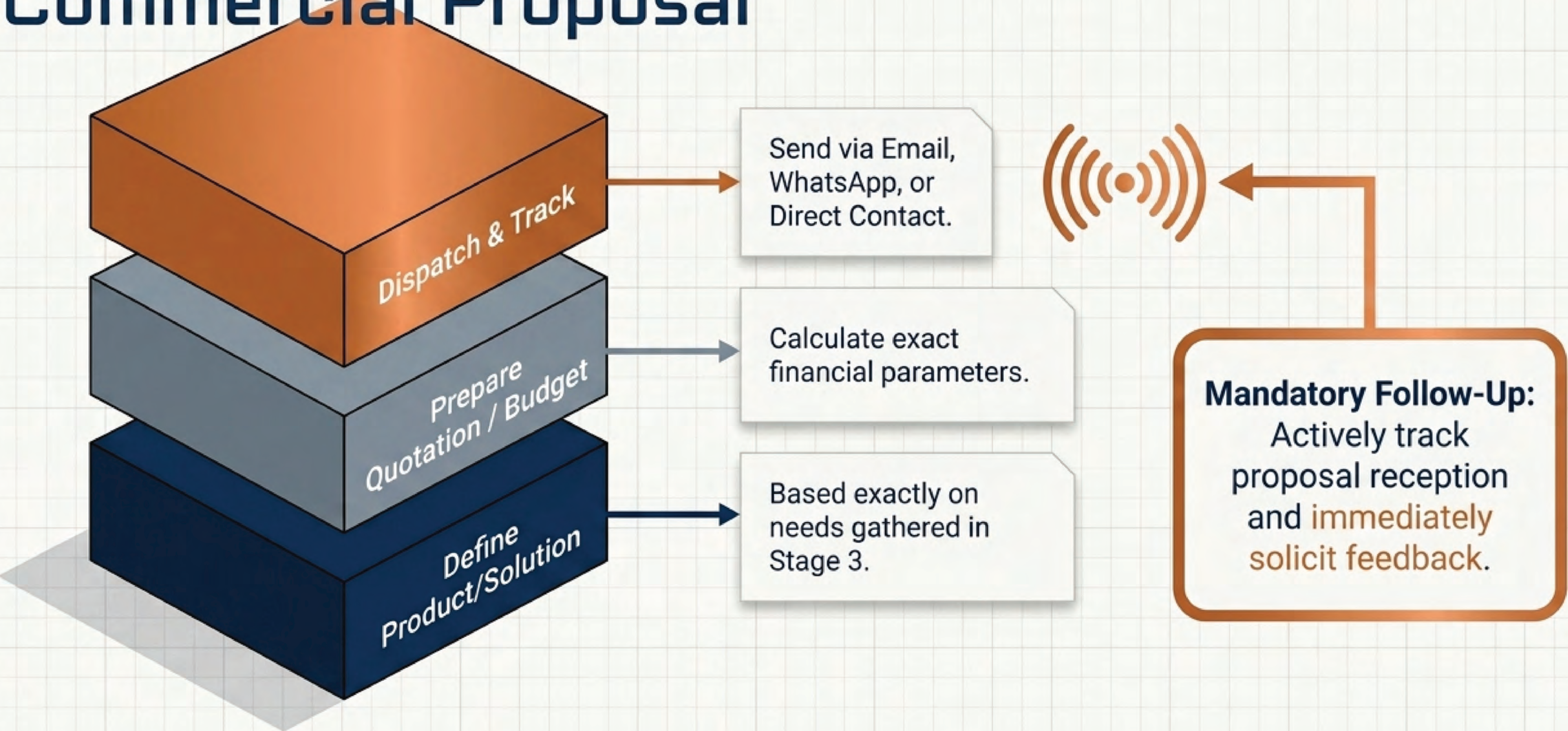
- Initiate contact via Phone or WhatsApp immediately.
- Confirm baseline interest and basic need.
- Log the interaction detail in the CRM immediately.
- Schedule follow-up if initial connect fails.

Routing Lead Flow Through the Qualification Filter

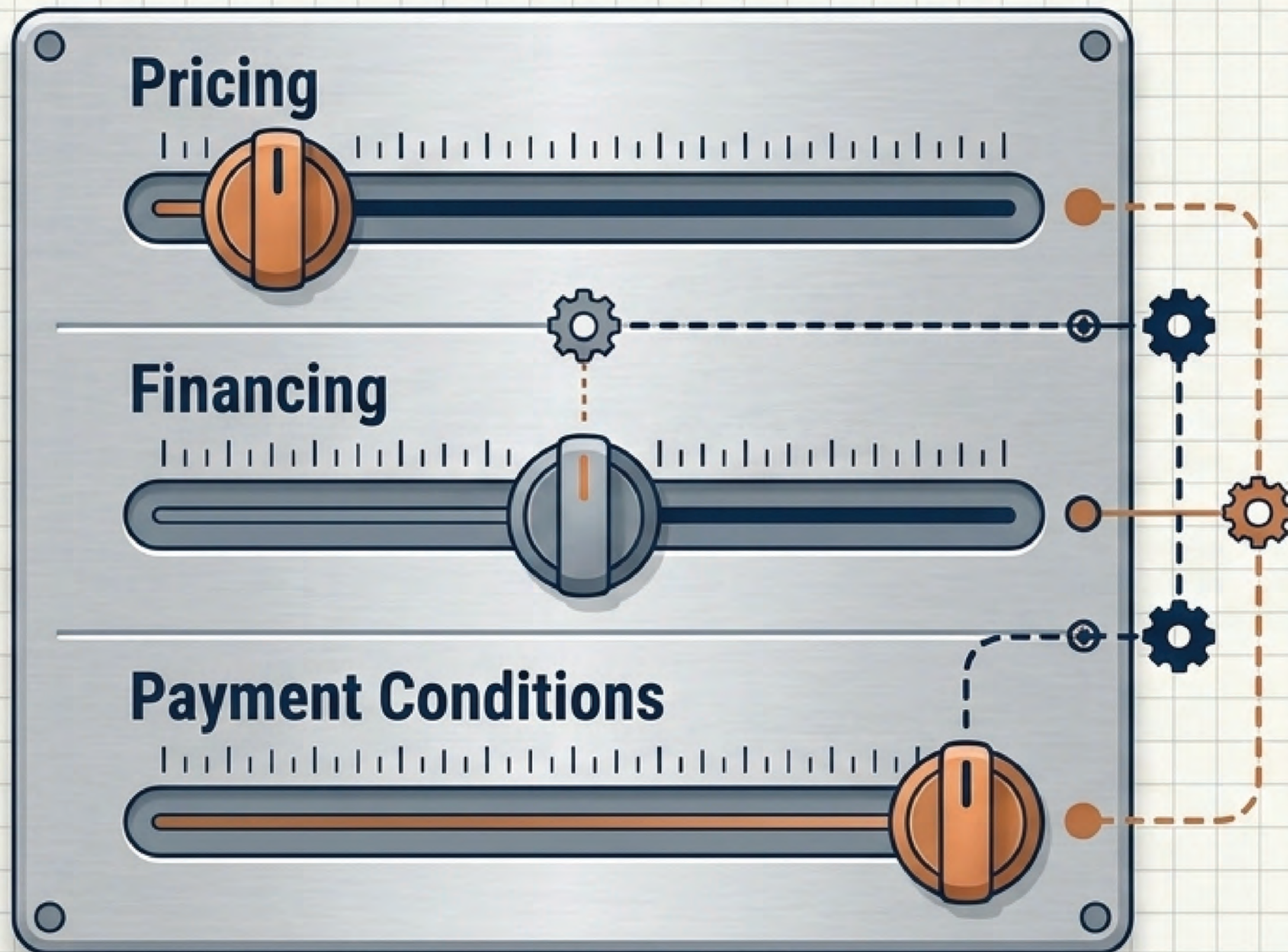


Every lead must be assigned a definitive classification. Unreachable leads are recycled, never deleted.

Constructing the Tailored Commercial Proposal



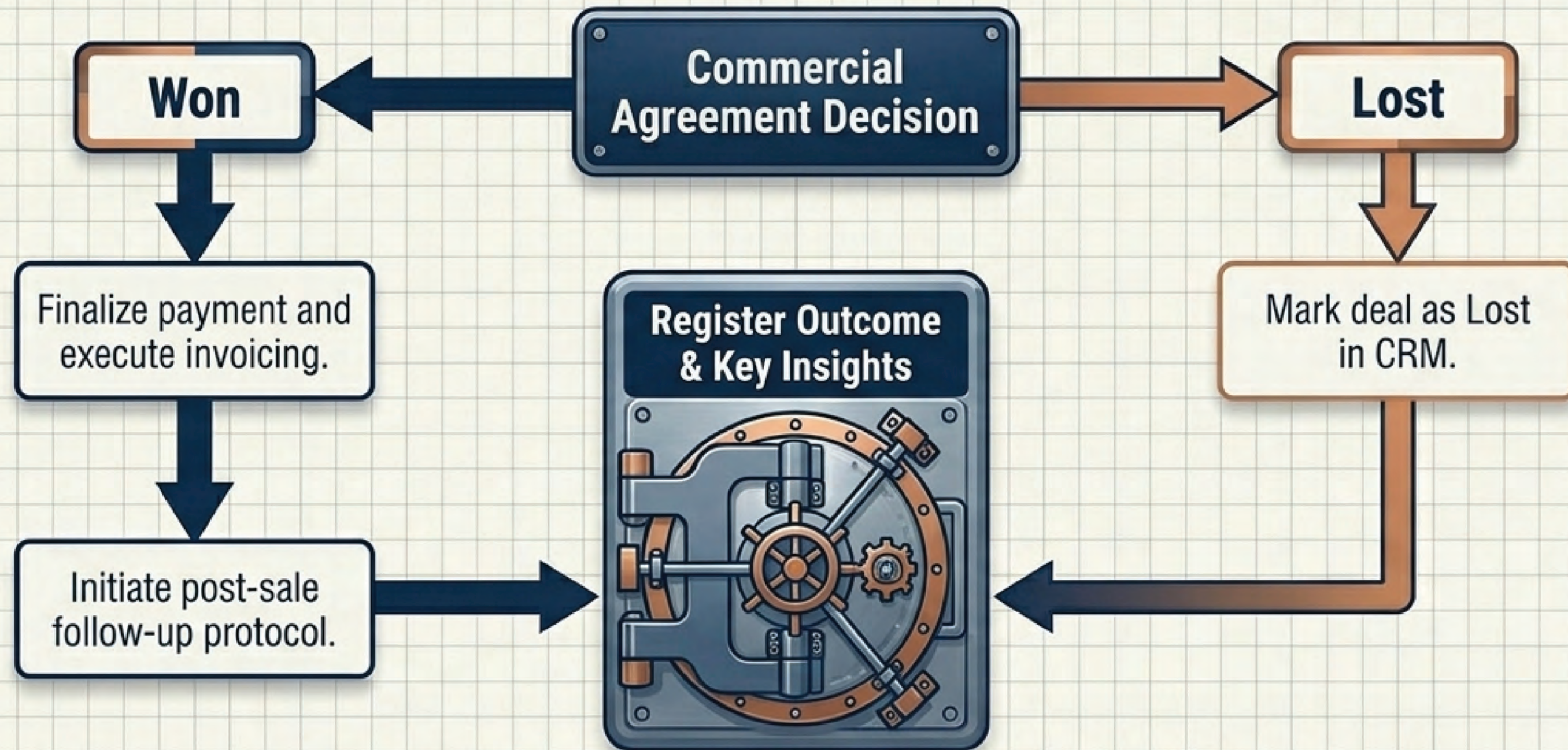
Balancing the Variables of Commercial Alignment



Execution Sequence

- Handle customer objections.
- Dynamically adjust the proposal based on structural limits.
- Confirm final commercial agreement terms verbally and in writing.

Finalizing Outcomes and Extracting Deal Intelligence



A closed deal is an intelligence asset. Logging the definitive 'Won/Lost' reason is a mandatory operational requirement.

The Master Pipeline Operations Matrix

Stage	Primary Objective	Critical SLA	Mandatory CRM Action	Exit Criteria
1. Acquisition	Capture	Immediate	Assign Source	Data Enriched
2. Contact	Connect	< 1 Hour	Log Interaction	Interest Confirmed
3. Qualification	Vet	24 Hours	Classify Lead	Needs Defined
4. Proposal	Propose	24 Hours	Send Quote	Feedback Logged
5. Negotiation	Align	Variable	Adjust Terms	Terms Agreed
6. Closing	Finalize	Immediate	Mark Won/Lost	Intelligence Registered

Closing the Loop to Fuel the Revenue Flywheel



The process is never static. Every interaction trains the engine.