Predictable revenue starts with clarity

START WITH A SHARED BUSINESS MODEL

You cannot forecast what you have not clearly defined.

Shared understanding beats disconnected activity

Four versions of the same business

What happens when teams operate from different assumptions

Founders
Ambition

Marketing
Audience



Sales
Qualification

Customer Success
Customer value

Activity is not predictability

The operating model determines the outcome

WITHOUT ALIGNMENT

More campaigns

More meetings

More surprises

WITH ALIGNMENT

Shared ICP

Clear stages

Useful signals

ICP = ideal customer profile.

The revenue architecture

Build the system in the right sequence

01 **Customer**

Who has the problem?

02 **Value**

Why will they act?

03 **Motion**

How do we win?

04 **Evidence**

What proves progress?

Measure the leading signals

Forecasts improve when inputs are understood

ICP fit Account relevance	Does the account fit our ideal customer profile?
Conversion Stage progression	Which deals move to the next stage?
Velocity Time to decision	How long do buyers take to decide?
Retention Value delivered	Are customers getting the value we promised?

ALIGN BEFORE YOU SCALE

One shared model. Better decisions.

Predictability is an outcome, not an aspiration.

Does every team agree on how your business actually wins?