



# **SALESFIGHT ACADEMY EXECUTION PROCESS**

**Build a Revenue Performance  
Environment with Salesfight Culture™**



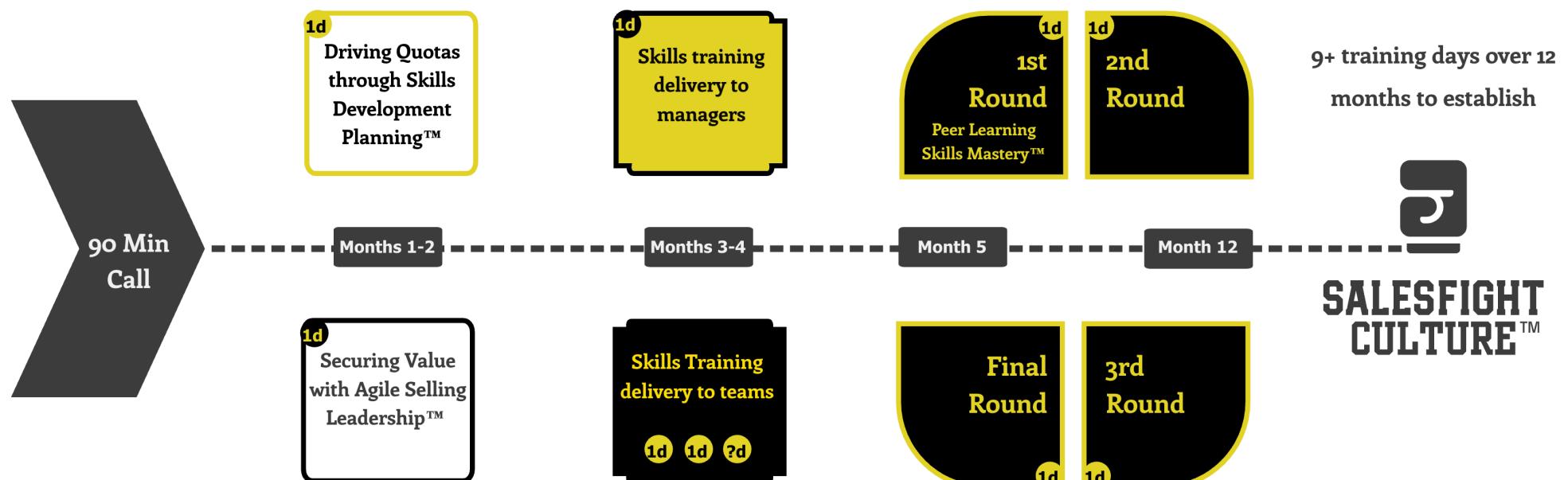
# Revenue Performance Establishment Process

# Free Alignment Review

**SALESFIGHT  
FOUNDATION™**

**SALESFIGHT  
DEVELOPMENT™**

# SALESFIGHT REINFORCEMENT™



## Leaders Hearing

- Identify execution gaps
- Align training and tools

## Managers Workshops

- Assess teams
- Select sales metrics
- **2 days training**

- Onboard managers
- Deliver to reps
- **3+ days training**

- Reinforce every two months
- Track sales metrics
- **4 days training**



# SALESFIGHT ACADEMY

©2025 by Salesfight Academy

## Managers Workshops

- Assess teams
- Select sales metrics
- 2 days training

# Driving Quotas through Skills Development Planning™

GOAL

Shift from transactional selling to account-based growth to achieve **15% revenue growth** within **12 months** by prioritizing **executive alignment** and **long-term expansion**.

STRATEGIES

Establish executive-level relationships tied to strategic initiatives

MOUs Proposed

Build expansion volume across multiple stakeholders

Expansion Revenue

Position customer agreements as growth partnerships, not pricing events

High-Value Deals

Cross-Functional Contacts

Executive-Level Meetings

Stakeholder Mapping Updates

Dependence on procurement-led introductions restricts stakeholder contact

No direct outreach to executive stakeholders

Key strategic initiative owners and influencers remain unknown

Account Plan Quality

Customer-Validated Goals and Initiatives

Upsell or Cross-Sell Conversations

Value-Based Selling Behaviors

Proposals Including ROI

Discount Rate

Direct Engagement Approval through Collaboration Plan

Executive Business Insight & Engagement Framework

Strategic Influencer Landscape Mapping

Decision Stage and Decider Visibility through Account Planning

Customer Business Landscape Mapping

Outcome-to-Initiative Alignment Framework

Value-Based Objection Handling Technique

Undeniable ROI Reinforcement Technique

Structured Target and Concession Management

New Opportunities through Executive Access™

Higher Win Rates through Insightful Discovery™

Successful Negotiations with Peace of Mind™

OBSTACLES

CAPABILITIES

TRAININGS

TRAININGS



# SALESFIGHT DEVELOPMENT™

## Training customization

- Onboard managers
- Deliver to reps
- 3+ days training

# SALESFIGHT REINFORCEMENT™

## Peer learning cadence

- Reinforce every two months
- Track sales metrics
- 4 days training

## Sales Metrics

Cross-Functional Contacts

Executive-Level Meetings

Stakeholder Mapping Updates

MOUs Proposed

Account Plan Quality

Validated Goals & Initiatives

Upsell or Cross-Sell Conv.

Expansion Revenue

Value-Based Selling Behaviors

Proposals Including ROI

Discount Rate

High-Value Deals

RULE	UM	FX	M1-M2	M3-M4	M5	M6	M7	M8	M9	M10	M11	M12
Distinct line-of-business contacts engaged per account.	#	Mo			2.5	3	4.2	4.6	4.8	5.1	6	6.2
Meetings held with director level or above.	#	Qtr			1			3			6	
Accounts with regularly updated stakeholder maps.	%	Mo			40%	45%	50%	55%	60%	65%	70%	80%
MOUs proposed to customers.	#	Qtr			0			3			7	
Average quality score assigned to each account plan.	#	Qtr			**			***			****	
Goals, initiatives or strategies validated by customers.	#	Mo			4.1	4.7	5.4	6.3	7.8	8.4	8.2	9.5
Upsell or cross-sell conversations per account.	#	Mo			2.5	3.6	3.8	4.3	4.6	5.1	5.3	5.3
Expansion revenue per account.	JPN	Qtr			¥15M			¥23M			¥35M	
Deals using value or impact metrics.	%	Mo			30%	35%	38%	46%	53%	60%	68%	75%
Proposals including ROI metrics.	%	Mo			22%	26%	29%	34%	40%	45%	51%	56%
Average discount applied to deals.	%	Mo			25%	23%	21%	20%	18%	16%	13%	10%
Deals above defined value threshold.	#	Qtr			0			4			6	
MONTHLY YOY REVENUE GROWTH %	%	Mo	1%	2%	2%	15%	17%	70%	29%	61%	49%	5%

# Build a Revenue Performance Environment with Salesfight Culture™ Training Programs



=



Create a **metrics driven sales environment** for performance tracking



Foster a **collective skills development mindset** to exceed targets

Pierre Thomelin brings over twenty years of sales leadership and enablement experience leading global B2B sales teams in Japan. Fully proficient in Japanese, he led major initiatives at Oracle and Autodesk Japan, where he observed that performance improves when teams share responsibility, build skills together, and track progress using revenue-aligned sales metrics.

This insight is the foundation of Salesfight Culture™. Delivered through structured trainings and practical tools, it establishes a Revenue Performance Environment that aligns managers and sales teams around measurable performance, shared accountability, and execution discipline, while integrating seamlessly with Challenger, Value Selling, Target Account Selling, or MEDDIC.

Salesfight Academy trainings turn this culture into practice through clear fundamentals, peer learning, and hands-on exercises built on customer-specific business cases, ensuring Japan-relevant skills that apply directly to daily sales execution.



**PIERRE THOMELIN**  
Salesfight Academy Founder



# **SALESFIGHT ACADEMY**

[www.salesfightacademy.com](http://www.salesfightacademy.com)