



AVENOR SERVICE OVERVIEW

Your Guide to GTM Engineering for B2B SaaS

ABOUT AVENOR

Who We Are

We help B2B SaaS companies turn GTM chaos into systems their teams can actually run. No strategy decks. No disappearing acts. Just real implementation that sticks.

We're built specifically for companies with 10-50 employees - the exact stage where handoffs start breaking, founders become bottlenecks, and "just figure it out" stops working.

What Makes Us Different

Most consultancies give you a beautiful slide deck and wish you luck. We roll up our sleeves and build the actual system with you. Then we stick around to make sure your team uses it.

Think of us as the GTM expertise you'd get from a Big Four consultancy, but at a price that makes sense for growing SaaS companies, and with people who actually care if it works.

WHO WE HELP

Our Sweet Spot

We work with B2B SaaS companies that have found product-market fit but are hitting growing pains:

- 10-50 employees
- \$1M-\$10M in annual recurring revenue
- Decent product, paying customers, real momentum
- But the wheels are starting to come off operationally

You Know You Need Help When...



Does this sound familiar?

- Your marketing team generates leads, but sales has no idea what happened before the handoff
- You close a deal, then CS asks, "Wait, what exactly did we sell them?"
- Every revenue decision seems to wait for you to weigh in
- You have five different tools, but no single source of truth
- Hiring more people just creates more chaos instead of solving problems
- You're spending 20 hours a week on GTM operations that should run themselves

If you're nodding along, you're in the right place.

THE PROBLEM WE SOLVE

Here's what we see over and over again with growing SaaS companies:

1. Teams Working in Silos

Marketing runs campaigns and passes leads to sales. But sales has zero context about what the prospect downloaded, which emails they opened, or what problem they're trying to solve.

Then sales closes the deal. Customer Success gets a Slack message saying "new customer!" with no details about what was actually promised or what success looks like for this account.

Everyone's busy. Everyone's trying. But the handoffs are broken, and your customers can feel it.

2. The Founder Bottleneck

You're in every deal review. You're the only one who really knows the pipeline numbers. Your sales team asks you to approve discounts. Your marketing team needs you to decide which campaigns to run. Your CS team wants guidance on renewals.

It's exhausting. And it doesn't scale.

You didn't build a product to spend your days firefighting GTM issues. But here you are.

3. Data Chaos



Sales lives in Salesforce. Marketing lives in HubSpot. Customer Success has their own spreadsheets. Revenue forecasting happens in yet another spreadsheet that you update manually every week.

When someone asks, "What's our pipeline looking like?" you cobble together an answer from three different tools and hope you didn't miss anything.

You're making million-dollar decisions based on gut feel because you don't trust the data. And you shouldn't - it's a mess.

OUR APPROACH: THE AVENOR METHOD

We follow a proven three-stage process:

Stage 1: Diagnose

Find exactly where revenue gets lost

Stage 2: Build

Design and implement the fix

Stage 3: Co-Pilot

Stay on as a fractional partner until it sticks

STAGE 1: GTM DIAGNOSTIC & BLUEPRINT

Investment: €10,000 **Timeline:** 3-4 weeks **What it is:** A paid working engagement where we diagnose exactly what's broken in your GTM

This isn't a consultant showing up, asking some questions, and handing you a deck. We actually dig in.

Here's How It Works

Week 1: We interview everyone on your revenue team - sales, marketing, customer success. We want to hear from the people doing the actual work, not just leadership.



Week 2: We dive into your tools and data flows. Where does information live? How does it move between teams? Where does it get lost?

Week 3: We analyze everything and build your roadmap. What's actually broken? What should you fix first? What's the timeline?

Week 4: We deliver your complete diagnostic - a clear picture of where revenue is leaking and exactly how to fix it.

What You Walk Away With

Your GTM Health Report

This tells you exactly what's broken and why. Not vague consultant-speak - specific problems like "your MQL definition is causing marketing and sales to fight over what counts as qualified" or "deals are getting stuck in your CRM because stage definitions don't match how your team actually sells."

We prioritize issues by impact, so you know what to fix first.

Your 90-Day Implementation Roadmap

This is your step-by-step plan. What to fix, in what order, with what resources. Clear enough that your team could implement it themselves if they wanted to.

Revenue Impact Estimates

We show you what fixing these issues could mean financially. If you have good data, we use yours. If your data's messy (which it usually is), we use benchmarks from similar companies.

Real Examples of What We Find

Here's the kind of stuff we uncover in diagnostics:

- Your marketing and sales teams have completely different definitions of what makes a qualified lead, so half the "leads" sales get are garbage.
- Deals are sitting in the "Negotiation" stage for 60+ days because nobody's clear on when they should actually move forward.
- Customer Success has no idea what sales promised during the deal, so onboarding is chaos.
- You're manually updating three different spreadsheets because your tools don't talk to each other.

Sound familiar?



What Happens After the Diagnostic

You get three options:

Option 1: Take the roadmap and implement it yourself with your team. The diagnostic is valuable on its own - you're not obligated to work with us further.

Option 2: Hire us to build the fix (that's Stage 2). We'll implement everything in the roadmap and train your team.

Option 3: Pause and come back when you're ready. Life happens. Budgets change. No hard feelings.

Our Guarantee

If you participate fully in the diagnostic - complete the interviews, give us access to the data we need, show up to the sessions - and you're not satisfied with what we deliver, we'll refund 100%.

We can't diagnose what we can't see. But if you give us access and we don't deliver clear, actionable insights, you shouldn't pay for it.

STAGE 2: GTM SYSTEM BUILD & IMPLEMENTATION

Investment: €30,000 - €75,000 (depends on your company size) **Timeline:** 30-90 days **What it is:** We actually build the fix - not just tell you what to do

This is where most consultancies bail. Not us. We design the system, implement it in your tools, train your team, and stick around until people are actually using it.

How Much Does It Cost?

We price based on your company size and complexity:

Small Build - €30,000 (30-45 days) Best for companies with 10-20 employees. You need one CRM set up properly, basic integrations, and 2-3 people trained. This gets you working handoffs and basic dashboards.

Standard Build - €50,000 (45-60 days) ☆ Most Common Best for companies with 20-35 employees. You have multiple teams that need to work together, 5-8 people to train, and you need custom dashboards that actually show what's happening with revenue.



Complex Build - €75,000 (60-90 days) Best for companies with 35-50 employees. You've got advanced integration needs, 10+ people across departments, and you need proper change management so people don't revolt when the new system launches.

How Payment Works

We split it into three payments tied to milestones:

- **40% upfront** when you sign - we start designing your system
- **30% at 30 days** when the design is done, and training begins
- **30% at go-live** when the system launches and post-launch support starts

This keeps it manageable for your cash flow and makes sure we're both committed throughout the project.

What We Actually Build

Here's what you get at the end:

1. Everyone Agrees on Who You're Selling To

We document your ideal customer profile and create messaging that makes sense to marketing, sales, AND customer success. No more marketing bringing in leads that sales doesn't want.

2. Clear Handoff Rules

When does marketing pass a lead to sales? What information comes with it? When does sales hand off to customer success? What does CS need to know?

We build this into your CRM, so it happens automatically, not because someone remembered to do it.

3. One Source of Truth for Revenue Data

Your CRM becomes the place everyone trusts. Real-time dashboards show you what's actually happening. No more manual spreadsheets. No more "let me check three places and get back to you."

4. Playbooks Your Team Can Follow

We document everything. What to do when a lead comes in. How to move a deal forward. What happens at each stage? New hires can read it and know what to do.

5. A Meeting Cadence That Actually Works



Weekly GTM meetings with clear agendas. What metrics matter? What decisions need to be made? Who owns what? Your team runs it without you.

6. Training Until People Get It

We train every person who touches the system. Hands-on, in the actual tools. We run office hours during rollout. We help with the people who resist change (there's always someone).

What You Have When We're Done

A working GTM system. Not a plan - the actual thing, running in your tools, with your team trained and using it.

Real-time visibility into your pipeline. Documented processes that work even when you're not there. Clear metrics that tell you what's working.

And most importantly: you're not the bottleneck anymore.

What Happens Next

You decide if you want us to stick around (Stage 3 - retainer) or if you're good to run it yourself.

Some companies keep us on for ongoing optimization. Some are ready to own it completely. Both are fine. We're not here to create dependency - we're here to build something that works.

STAGE 3: GTM CO-PILOT (ONGOING RETAINER)

Investment: €8,000 - €15,000/month. **When it starts:** After your build is complete. **What it is:** We stick around as your fractional GTM partner

Here's the thing: building the system is one thing. Making sure it doesn't break as you grow is another.

This is optional. Some companies are ready to own it themselves after the build. But a lot of our clients keep us on retainer because GTM needs evolve fast at your stage.

How It Works

You pick a tier based on how much support you need:

Light Support - €8,000/month (10 hours)



Good for companies where the system is stable and you just need occasional guidance. Monthly check-ins, async help via Slack when stuff comes up, light optimization work.

Strategic Partner - €12,000/month (20 hours) ☆ Most Common

Good for growing teams where GTM is always evolving. Bi-weekly sessions, continuous dashboard updates, and help with quarterly planning. This is the sweet spot for most companies.

Embedded Co-Pilot - €15,000/month (30 hours)

Good for high-growth companies with complex GTM needs. Weekly embedded partnership, we're basically part of your team. Strategic projects, priority support, and rapid problem-solving.

If you need more hours than your tier includes, it's €500/hour. But honestly, that's a sign you should just upgrade tiers.

What We Do on Retainer

Keep Things Running Smoothly

Your team grows. Your process needs to evolve. We refine things before they break. Update dashboards when needs change. Fix small issues before they become big problems.

Guide Big GTM Decisions

Should you expand into a new market? Launch a new product line? Change your sales process? We help you think through the GTM implications and make smart calls.

Make Sure Adoption Sticks

New hires join. They need training on your GTM process. Some team members resist the new way of doing things (there's always someone). We help with all of it.

Evolve the System as You Scale

What works at 20 people doesn't work at 40 people. We evolve your GTM system to match your growth. No need to rebuild from scratch every time you hit a new stage.

What You Get

A fractional GTM partner who actually knows your business. Systems that don't break when you hire your next 10 people. Faster problem-solving without the cost of a full-time hire.



And honestly? Peace of mind. Someone's watching your GTM operations who actually cares if they work.

Compare the Costs

Hiring a full-time RevOps person:

- €80-120K/year in salary
- Plus benefits (add another 20-30%)
- 3-6 months to find and onboard
- They might not have done this before
- If they leave, you start over

Keeping us on retainer:

- €96K-€180K/year depending on tier
- Start immediately (you already know us from the build)
- We've done this dozens of times
- If we're not working out, give us 30 days' notice

Not saying one is always better than the other. But for most companies at your stage, the retainer makes more sense until you're big enough to justify a full-time RevOps leader.

WHAT THIS ACTUALLY COSTS

Here are the realistic scenarios, depending on what you need:

Just the Diagnostic - €10,000

You get a complete diagnosis of what's broken and a roadmap to fix it. You implement it yourself. Good option if you have the internal capacity and just need expert guidance on what to prioritize.

Diagnostic + Small Build - €40,000

Total timeline: 7-10 weeks. You get the diagnosis, plus we build the fix for a smaller team (10-20 people). This is the fast track option if your GTM is relatively straightforward.

Diagnostic + Standard Build - €60,000 ☆ Most Common



Total timeline: 9-12 weeks. Full diagnostic and complete system build for a growing team (20-35 people). This is what most of our clients do - it's the sweet spot for companies at the stage where GTM is breaking, but you're not huge yet.

Diagnostic + Complex Build - €85,000

Total timeline: 12-16 weeks. Full transformation for larger teams (35-50 people) with complex needs. More stakeholders, more integrations, more change management required.

Full Partnership (Year 1) - €156,000 - €240,000

This is diagnostic + build + keeping us on retainer for ongoing optimization. Compare this to what you'd spend on a full-time RevOps hire:

Full-time RevOps Manager:

- €80-120K salary
- Plus 20-30% for benefits
- Plus 3-6 months to find and onboard them
- Total Year 1: €120K-€150K (and they might not have done this before)

Big Four Consultancy:

- €200K-€500K for strategy and recommendations
- No implementation
- They leave when the deck is done

Our full partnership sits between these - better than hiring (faster, more experienced) but way cheaper than Big Four (and we actually build the thing).

WHY THIS APPROACH WORKS

1. You're Not Buying Hours, You're Buying Outcomes

We don't bill by the hour. You pay for:

- A clear diagnosis of what's broken
- A working GTM system your team can use
- Ongoing partnership to make sure it sticks



2. You Only Pay for What You Need

Start with the diagnostic. If you're happy, move forward. If not, you still have a roadmap. Every stage is a decision point. No pressure to continue.

3. Faster Than Hiring, Lower Risk

Hiring a full-time RevOps person:

- Takes 3-6 months to find and onboard
- Costs €80-120K/year + benefits
- Might not have GTM-specific expertise
- Single point of failure if they leave

Working with us:

- Start in days, not months
- 40-60% lower cost than full-time
- We've done this dozens of times
- Entire team's expertise, not just one person

4. We Stay Until It Works

Most consultants disappear after delivery. We don't.

We embed with your team until adoption happens. Because a system that nobody uses is worthless.

THE BUSINESS CASE (WHAT YOUR CFO WILL ASK)

Let's talk ROI. Here's a realistic example:

Typical 30-person SaaS company at \$5M ARR

Current state (before fixing GTM):

- Sales cycle: 90 days to close a deal
- Win rate: 20% of opportunities close
- Customer churn: 15% annually
- Founder spends 20 hours/week on GTM operations



After implementing a proper GTM system (conservative estimates):

- Sales cycle drops to 75 days (17% faster - you're closing more deals per quarter)
- Win rate improves to 25% (better qualification means fewer bad fits)
- Churn drops to 12% (handoffs work, CS knows what was promised)
- Founder gets 15 hours back per week (system runs without you)

Financial impact in Year 1:

Faster sales cycle means you close 1-2 extra deals per quarter → Additional €200K-€400K in new ARR

Better win rate means 5% more pipeline converts → Additional €250K in new ARR

Lower churn means you retain 3% more revenue → €150K saved

Total potential impact: €600K-€800K in Year 1

Your investment: €60,000 (diagnostic + standard build)

Return: 10-15x in the first year

Now, will you hit exactly these numbers? Maybe, maybe not. Every company is different. But we've seen this pattern enough times to know the math works when you fix the fundamentals.

The ROI isn't just financial - it's also your time back, your team working better together, and actually being able to make decisions based on real data instead of gut feel.

WHY WORK WITH US

We Fix Strategy Before Recommending Tools

Most "GTM consultants" are really just tool salespeople in disguise. They'll tell you that you need five new software subscriptions to fix your problems.

We don't do that. Usually, the problem isn't your tools - it's that nobody agrees on how to use them. We fix the strategy and process first. Then, if you actually need new tools, we'll tell you. But nine times out of ten, you already have what you need.

We Build It With You



Big consultancies give you a beautiful slide deck and wish you luck with implementation. We're the opposite. We get in there and build the actual system in your actual CRM. We train your actual team. We stick around until people are actually using it.

Strategy decks are useless if nobody implements them. We make sure implementation actually happens.

We're Built for Your Stage

Big Four consultancies won't even take a meeting with a 25-person SaaS company. You're too small for them to care about.

We specialize in exactly your stage. 10-50 employees, \$1M-\$10M ARR, product-market fit but GTM chaos. We've seen your exact problems dozens of times. We know what works.

We're Honest About Fit

Not every company is right for us, and we're not right for every company. If we don't think we can deliver 10x ROI for you, we'll tell you honestly instead of taking your money.

And if we're not a fit, we'll point you toward resources or people who can actually help. No hard feelings.

QUESTIONS YOU'RE PROBABLY ASKING

"Can we just skip the diagnostic and go straight to the build?"

No. And here's why: we need to understand your specific situation before building anything. Every company has different bottlenecks. If we skip diagnosis, we end up building a generic solution that doesn't actually solve your problems. The diagnostic is how we make sure we're fixing the right things in the right order.

"What if we do the diagnostic but decide not to move forward with the build?"

That's completely fine. The diagnostic is valuable on its own - you get a clear roadmap that your team can implement themselves. About 20% of our diagnostic clients choose to do exactly that, and we're cool with it. No pressure, no hard feelings.

**"Do you work remotely or will you be on-site?"**

Mostly remote. Most of our work happens in your tools anyway (CRM, Slack, dashboards), so we're embedded even when we're not physically there. For larger builds, we sometimes do an on-site kickoff week, but it's not required.

"What if you recommend tools we've never heard of?"

We probably won't. We work with the tools you already have - HubSpot, Salesforce, Pipedrive, the usual suspects. We've built these systems dozens of times and know these tools inside out. We only recommend new tools when something you have genuinely can't do the job, which is rare.

"What if our team hates change and refuses to use the new system?"

Change management is built into the build phase. We train everyone hands-on. We address concerns. We help with the resisters (there's always someone). Our success depends on your team actually using what we build, so we take adoption seriously.

"Can we pause or cancel the retainer if we don't need you anymore?"

If you're month-to-month, yes - just give us 30 days' notice. If you're on a 6-month commitment, we'd rather adjust hours down than pause completely. But we're not trying to lock you into something that's not working.

"How is this different from hiring a consultant who just gives us advice?"

We don't give advice and leave. We build the actual system with you. The deliverable isn't a PowerPoint - it's a working GTM operation running in your tools with your team trained on it.

"How is this different from hiring a full-time RevOps person?"

Faster (we start in days, not months), less expensive (40-60% lower cost), and more experienced (we've done this dozens of times across different companies). Eventually you might want a full-time person, but most companies at your stage aren't ready for that yet.

"Do we own everything you build, or is it licensed?"

You own it. 100%. All documentation, all playbooks, all dashboards, all workflows. If you decide to part ways, everything stays with you. We're not creating dependency - we're building something you can run independently.

WHAT FOUNDERS SAY

"The ROI was immediate"

"Within 30 days of going live, our sales cycle dropped from 90 to 68 days. The system paid for itself in the first quarter."

— Sarah Chen, CEO, CloudMetrics (32 employees, \$4.2M ARR)

"Finally, I'm not the bottleneck"

"I was stuck in every deal, every handoff, every revenue decision. Now my team runs it independently. I got 15 hours per week back to focus on strategy."

— Marcus Rodriguez, Founder, FlowState (24 employees, \$2.8M ARR)

"They actually stayed to make it work"

"Every other consultant gave us a deck and disappeared. Avenor built the system, trained our team, and stayed until everyone was using it. That's the difference."

— Emma Thompson, VP Revenue, DataPulse (41 employees, \$7.1M ARR)

Note: Replace these with real testimonials once you have them, or remove this section entirely if you don't have any yet

NEXT STEPS

If this sounds like what you need, here's how to get started:

1. Schedule a Free Discovery Call

Go to www.useavenor.com/schedule and fill out a quick info request (takes 2 minutes). We'll review it and get back to you within 48 hours to set up a 20-minute call.

2. Discovery Call (20 minutes, no cost)



Avenor

We'll talk about your biggest GTM challenge, identify where revenue is getting lost, and share a couple of quick wins you can implement right away.

We'll also be honest about whether the paid diagnostic makes sense for you at this time. If we're not a fit, we'll tell you.

3. Decide If You Want to Move Forward

If we both think there's potential, we'll send you a proposal for the GTM Diagnostic (Stage 1 - €10,000). You review it, ask questions, and decide if it makes sense.

No pressure. No obligation. Just a straightforward conversation about whether we can help.

Contact us:

Email: Support@useavenor.com

Website: www.useavenor.com Schedule: www.useavenor.com/schedule

P.s. We limit builds to 2 clients per quarter to ensure quality.

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