

# McIntosh Performance Group

## Executive Revenue Audit Report

Prepared for leadership teams seeking measurable revenue lift through standardized execution and accountability.

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## Pipeline Discipline

- Speed-to-lead within 5 minutes
- Documented multi-touch follow-up cadence
- Weekly pipeline review with KPIs

## Sales Execution

- Standardized discovery framework
- Objection handling practiced weekly
- Consistent value stacking before pricing

## Leadership Accountability

- Structured coaching sessions
- Role-play embedded in culture
- Clear improvement plans for underperformance

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If multiple areas lack standardization, measurable revenue leakage is present. Installation of process + accountability typically produces visible lift within 30–90 days.