

The first \$5M came from hustle. The next \$10M came from discipline. The next \$30M is built on AI.

Founder-led B2B services and SaaS companies hit a wall the same way every time. The team is working hard. The pipeline looks full. The dashboard says things are fine. And the founder still has to be in every meaningful decision for the business to function. **That is not a people problem. It is the absence of an operating system underneath the business.**

73%

of B2B buyers actively avoid suppliers who send irrelevant outreach. Wrong-fit prospecting filters you out before you ever get a meeting.

Prospero, 2026

5x

more likely to close when a qualified lead is contacted within 5 minutes of first inquiry. After that, the conversion window closes fast.

Harvard Business Review

1–5%

of revenue quietly leaks every year through billing errors, missed renewals, and broken handoffs between contract and cash.

MGI Research, 2025

THE SIX PILLARS — PICK ANY TWO TO START

We diagnose two pillars at a time. Most founder-led B2B services and SaaS companies start with Lead Acquisition and Sales & Closing — that is where the measurable revenue leakage typically lives. Each pillar has a defined start, end, and what is explicitly out of scope.

PILLAR 1 — LEAD ACQUISITION

— Lead generation, capture, routing, enrichment, qualification, speed-to-lead, and CRM integrity at entry. Where the wrong leads burn rep hours and the right ones go cold.

PILLAR 2 — SALES & CLOSING

— First contact through signed agreement. Discovery structure, pipeline stage discipline, follow-up cadence, proposal velocity, and deal stall visibility.

PILLAR 3 — CUSTOMER ONBOARDING & ACTIVATION

— From signed agreement to first value milestone. Handoff from sales to delivery, activation triggers, and the 60- to 90-day window where churn risk gets seeded.

PILLAR 4 — CUSTOMER SERVICE & SUPPORT

— Inbound ticket intake, routing, response SLAs, escalation paths, and what gets logged where. The ongoing motion that runs every day for the life of the customer.

PILLAR 5 — ACCOUNT EXPANSION & RETENTION

— Expansion triggers, upsell and cross-sell motion, renewal workflow, and health scoring. Where the next conversation either starts on time or it does not happen.

PILLAR 6 — COLLECTIONS & CASH APPLICATION

— From invoice issued through payment received. Invoice timing, dunning workflow, payment terms enforcement, dispute handling, and DSO management.

WHAT CHANGES WHEN THE SYSTEM WORKS

Reps sell. The team executes.

Leads are routed, enriched, and followed up by system, not by memory. Pipeline data is reliable. The founder stops being the operating layer and starts running the business.

Revenue stops leaking.

Billing runs on time. Renewals do not slip. Cash gets collected on schedule. The 1 to 5 percent that disappears every year shows back up on the bottom line.

The business runs without you.

Workflows are documented and enforced. AI agents work on real context, not generic prompts. The business operates the same way every day regardless of who is in the building.

THE ENGAGEMENT

Revenue Friction Mapping

Ten business days. Structured interviews with founders and key operators. A review of CRM, pipeline, billing systems, and tool configuration — including how your data is organized and where access controls sit. A written report with the specific revenue leaks across your two chosen pillars, and a scoped recommendation for what to fix first. **Built for founder-led B2B services and SaaS companies serious about scaling without scaling the founder.**

\$5,000

ENTRY ENGAGEMENT

Applies in full toward the build if you move forward within 45 days.

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Start with a 20-minute conversation.

Every engagement is scoped to the business.
No two operating systems look the same.