



**Series-A**

# **BUILDING WORLD CLASS ENGINES**

Working With The Best Technical Founders  
To Build World Class Businesses

Colin Howes – Founder & CEO  
**Series-A**

**Summer 2024**

# AGENDA

## Client Introduction

### Business Overview:

- Overview of the company, product, and your role

### Challenges:

- Identifying key issues and pain points

### Goals:

- Defining objectives and desired outcomes

## Introduction to Series-A

- Introduction to the company and my role

### Purpose and Objectives of the Call:

- Clarify the purpose of our discussion
- Outline expected outcomes and next steps



# ABOUT SERIES-A

Navigating the journey from Seed funding to Series A is one of the most exhilarating and challenging phases for any startup.

At Series-A, I bring over 25 years of experience in commercial functions, sales, and marketing to provide expert coaching and strategic guidance, helping Founders and CEO's scale their startups and secure the next round of funding.

My journey in the startup ecosystem has taught me that technical brilliance needs to be complemented by robust business acumen. That's where Series-A steps in.

Our mission is to transform visionary ideas into commercially successful enterprises by focusing on six critical areas:

- Executive Coaching and Mentorship
- Sales/Commercial Engine Building
- Growth Strategy
- Sales and Marketing Due Diligence
- Investor Strategy and Fundraising Support
- Fractional CRO



# ABOUT COLIN HOWES

My journey in the startup world spans over 25 years, starting in sales and advancing to leadership roles. I led a \$57 million business unit for Microsoft and founded the world's first Ethical Hacking Consultancy in 1997.

I have raised over \$40 million for various startups worldwide and served as SVP and CRO with high-growth unicorns in the UK, EMEA, and the US, driving remarkable CAGR achievements. Currently, I am a Non-Executive Director and Board Advisor to several tech startups and mentor at the UK Founder Institute.

At Series-A, where I am the Founder and CEO, I coach Technical Founders and CEOs on building world-class sales, marketing, and commercial functions. I call this World Class Selling. My global experience equips me to turn your challenges into strategic advantages, driving your success on a high international level.

**This journey is about more than business; it's about empowering others to achieve their dreams and scale their startups to new heights.**



# OUR SERVICES

1

EXECUTIVE COACHING  
AND MENTORSHIP

2

SALES /COMMERCIAL  
ENGINE BUILDING

3

GROWTH STRATEGY

4

SALES AND MARKETING  
DUE DILIGENCE

5

INVESTOR STRATEGY AND  
FUNDRAISING SUPPORT

6

FRACTIONAL CRO

 Series-A



# BUILD A WORLD CLASS SALES ENGINE

## Audit (2 sessions)

I'll provide a clear roadmap for you, helping to identify strengths and weaknesses, tackle operational inefficiencies, strengthen internal controls, mitigate risks, and support strategic growth.

- **Gap Analysis:** Establish a baseline of what you have and need
- **Recommendations:** Action plan based on the gap analysis

## Strategy (2 sessions)

I'll help you in determining the effectiveness of your current strategy and offer insights along with an actionable plan for achieving business success.

### Business Vision, Goal Setting and Overall Strategy

- Goals & Working Backwards
- Quotas & Revenue Projections

### Building your ICP (Ideal Customer Profile)

- Refine target market analysis

## Sales Process (4 sessions)

I'll ensure a systematic approach to optimising your outreach journey, from lead generation to closing deals.

### Terminology:

E.g. MQL, SQL, Opportunity, KPIs, OKRs, SMART, LTV/CAC & why they're important

### Reporting

- Contacts (source of traffic)
- Traffic (paid, direct, organic, referrals, social)
- Forecasts & Pipelines (deals, quotas, pipeline forecasts)
- Sales Outcomes (quota attainment, deals - size, lost, won, revenue)

### Qualification

- Identifying high-potential leads
- Utilise structured frameworks like BANT or MEDDIC to systematically qualify and prioritise Leads
- Develop your Methodology, tailored qualification process

### Deal Flow:

- Managing the sales pipeline
- Stages, Follow up, Content, Touch Points, Value creation

### Outreach

- Data: Determine the best sources of data and how to use it most effectively
- Prospecting: Develop the pipeline of potential customers
- Develop your who, what, why and when

**Price:** £1,500 once off / £595 over 3 months

**Duration:** 12 Weeks

## Systems (4 sessions)

I'll assist you by identifying system inefficiencies, improving processes, and optimising overall performance. Together, we will assess metrics and implement strategies to increase revenue and profitability.

### CRM (HubSpot):

- Manages and analyses customer interactions throughout the lifecycle
- Reporting: Conversion rates and CRM reports in the sales section

### Outreach

#### (LinkedIn, Apollo, HubSpot):

- Data segmentation, enrichment, qualification, and prospecting
- Social (LinkedIn, other platforms) Increases brand awareness and customer engagement

### Managing the Ongoing Operation

- Sales Meetings
- Questions to Ask
- Building a Team
- KPIs, OKRs and SMART goals



# NEXT STEPS

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Send us an email

**[colinh@series-a.co.uk](mailto:colinh@series-a.co.uk)**



Visit Our Website

**[www.series-a.co/coaching](http://www.series-a.co/coaching)**



Give me a call

**+44 7946 246212**

