

5C's Predictable Revenue Healthcheck Report

Prepared For: CloudGuard [Illustrative Case Study]

Prepared By: Matt Earle

Date: January 2026



Matt Earle
@thesellingcollective.com






Single Biggest Business Risk

You are selling a "Platform" when you should be selling "Compliance."

Your current sales motion relies on sellers demoing features to technical users who have no budget. You are failing to reach the CFO/Risk Officer because you are not speaking to a critical business problem. This has resulted in a "bloated" pipeline where 60% of deals have stalled for 90+ days.

Estimated Revenue Impact: £1.2M of committed pipeline is currently at high risk of slipping to Q3

Your 5C Healthcheck at a Glance

Pillar	Status	Comment
CLARITY How clear and well-defined is your Ideal Customer Profile (ICP), and do you effectively "own" the specific business problem your product solves?		ICP is defined as "Anyone with cloud servers." Too broad. No specific "trigger event" identified for outreach.
CONSISTENCY Is there a clearly defined sales process with robust gates between stages, or is the team relying on reactive outreach and inventing their own playbooks?		No playbook. Every salesperson is inventing their own emails and demo scripts. No follow-up cadence defined.
CAPABILITY How effectively does the team qualify leads and conduct deep discovery to uncover real commercial pain points versus simply demoing features?		Sellers are great at technical demos (features) but reluctant to ask about budget or timeline (commercials).
CONVERSION Is your pipeline forecast based on facts, logic, and evidence-based gates, or is it bloated with "hopium" and feelings?		Pipeline is bloated with "Ghost Revenue." Deals are sitting in "Proposal" stage with no agreed next steps.
COACHING How well is the founder or sales leader facilitating a feedback loop (e.g., call reviews) to ensure the team is learning and adapting over time?		Zero call recording or review. Sales leader is "too busy closing" to listen to rep calls.

Your 3 Immediate Actions

1. **Positioning:** Stop selling "Visibility" Start selling "Audit Readiness"

- **Current:** "We give you 360-degree visibility into your cloud infrastructure." (**Nice to have**).
- **New:** "We automate ISO 27001 compliance evidence for Fintech scale-ups." (**Must have**).
- **Do This Now:** Change the first slide of the deck. **Delete** "Our Architecture." **Insert** "The Cost of Audit Failure."



2. **Lead Generation:** The "Trojan Horse" Campaign

- **Target:** Fintechs using Financial Whizz 2000 (Known for being manual/slow).
- **Message:** Don't pitch the product, pitch the time savings for the compliance team.
- **Example Email:**

Subject: Question re: Financial Whiz 2000

Body: Hi [Name], most CTOs we work with spend 3 weeks per year manually screenshotting logs for auditors. We automate this evidence collection, usually cutting audit prep time by 80%. Would you be open to a 5-min review of the workflow?



3. **Clean Your Pipeline:** Implement "The CFO Gate"

- **Rule:** No deal moves to "Proposal" stage unless a Finance/Commercial stakeholder has attended a meeting.
- **New Stages:**
 - **Qualify:** Pain admitted.
 - **Validate:** Economic Buyer (CFO) engaged.
 - **Commit:** Mutual close plan signed.
- **Do This Today:** Move any deal that has been in "Proposal" for >45 days without CFO contact back to "Nurture."

What Success Looks Like in 90 Days

Metric	Now	Target (90 Days)
Sales cycle length	5.5 Months	3.5 Months
Meeting reply rate	<2%	8-10%
Win rate	12%	25%+ <i>Industry average for qualified deals: 25%+</i>
Forecast accuracy	"Gut feel" - 20%	Evidence-Based - 80%+
Pipeline De-Risked	£1.2M At High Risk	£900k+ Secured / Saved

Sales Mindset Shift Required

From	To
"I need to show them every feature so they see the value."	"I need to diagnose their most expensive problem before I show a single screen."
"I hire salespeople to figure out the sales process."	"I build the playbook, then hire sellers to execute it."

Your Next 3 Steps

- 1. **Today:** Archive the 40 "Stale Deals" in your CRM that haven't replied in 30 days.
- 2. **Tomorrow:** Script the "Audit Readiness" pitch and record yourself delivering it.
- 3. **This Week:** Send the "Trojan Horse" email to 20 CTOs using Financial Whizz 2000.