VELORA
ADVISORY

From Growth to Scale

Building a More Repeatable Commercial Engine



PRESENTATION DECK EXAMPLE

Example concept by CMS | Client Mark Studio

Growth gets harder when the commercial engine stays informal.



As businesses scale, momentum often outpaces structure. Pipeline quality becomes inconsistent, handoffs start to break, and founders remain too central to key commercial decisions.

Inconsistent pipeline

Lead flow exists, but quality and conversion are unpredictable.

Founder dependency

Too many decisions still rely on a few key people.

Weak handoffs

Sales, delivery and account growth are not fully connected.

Margin pressure

Revenue rises, but efficiency and repeatability lag behind.

The shift from heroic growth to repeatable growth.

Scaling successfully means moving from instinct-led selling to a more disciplined commercial operating model.

Pipeline



From opportunistic lead flow → **To focused demand generation**

Sales process



From founder-led conversations → **To a clear sales journey**

Delivery



From custom every time → **To structured, scalable delivery**

Management



From reactive decisions → **To performance visibility**

Repeatability creates confidence, stronger forecasting and better commercial decisions.

Four connected levers drive a more repeatable commercial engine.

Velora helps leadership teams align the parts of the business that most influence sustainable growth.

Positioning

Clear value proposition, target accounts and compelling market language.

Pipeline

Disciplined lead generation, qualification and conversion rhythm.

VELORA ADVISORY

Process

Stronger handoffs, commercial governance and delivery coordination.

Performance

Better visibility, KPI tracking and decision-making discipline.



Small commercial leaks become expensive at scale.

The issue is rarely a lack of opportunity. It is usually leakage between stages, teams and decisions.



Attract	Qualify	Convert	Deliver	Expand
Low-fit enquiries dilute focus.	Weak criteria slow decisions.	Proposals vary and stall.	Commercial promises are not always translated cleanly.	Account growth relies on individual effort, not a system.

When the commercial engine is clearer, less value is lost between intent and outcome.

A practical framework for building commercial repeatability.

We combine strategy, structure and execution support so change becomes embedded, not just discussed.



01

Diagnose

Identify the commercial friction points, decision gaps and growth constraints.

02

Design

Shape the target operating model, priorities and ownership structure.

03

Deploy

Implement the highest-value changes across pipeline, process and team rhythm.

04

Embed

Create dashboards, management routines and follow-through mechanisms.

VELORA
ADVISORY

07 | 90-DAY TRANSFORMATION ROADMAP

A focused first 90 days creates traction quickly.

The early goal is not to change everything. It is to create a clearer operating rhythm and prove momentum.



1 Weeks 1–2 | Diagnose

- Stakeholder interviews
- Pipeline review
- Process mapping

2 Weeks 3–4 | Prioritise

- Key decisions
- Ownership model
- Success measures

3 Weeks 5–8 | Implement

- Sales process improvements
- Handoff redesign
- Management cadence

4 Weeks 9–12 | Embed

- KPI dashboard
- Follow-up routines
- Leadership review

Result: stronger visibility, clearer roles and a more consistent growth rhythm.

What stronger commercial structure can unlock.

Illustrative outcomes from a more disciplined commercial operating model.



+24%

Qualified pipeline

Better-fit opportunities entering the funnel.

+18%

Proposal conversion

Improved decision quality and follow-through.

-31%

Handoff delays

Smoother transition between sales and delivery.

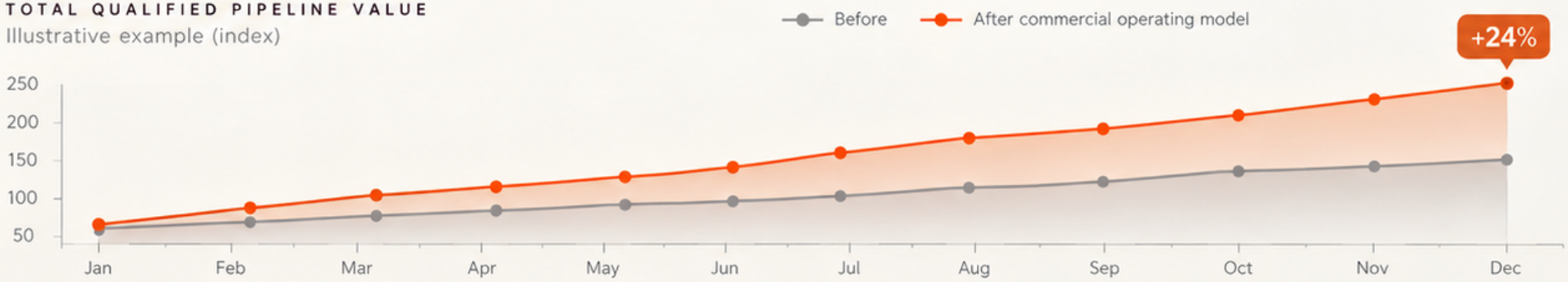
+22%

Account expansion

More structured growth across existing clients.

TOTAL QUALIFIED PIPELINE VALUE

Illustrative example (index)



Illustrative metrics for example-concept purposes.

Flexible support shaped around the business need.

Velora can support a defined strategy sprint or a wider commercial transformation partnership.

Strategy Sprint

- 4–6 weeks
- Focused diagnosis and recommendations
- Leadership alignment workshop

Design Project

- 8–12 weeks
- Commercial process redesign
- KPI framework and ownership model

Ongoing Advisory

- Quarterly support
- Executive guidance
- Implementation review and momentum

Typical inputs

- Stakeholder access
- Commercial data
- Leadership sponsorship
- Clear decision ownership



VELORA
ADVISORY

Build a more repeatable commercial engine.

Whether the priority is stronger pipeline quality, clearer sales process, better handoffs or sharper performance visibility, Velora helps leadership teams create the operating structure growth demands.

Start the conversation →

hello@veloraadvisory.com | www.veloraadvisory.com | LinkedIn: Velora Advisory



Example concept by CMS Client Mark Studio

Fictional portfolio work created to demonstrate the type of client-ready presentation deck Client Mark Studio can produce.