THREE KEYS

SALES & LEADERSHIP ADVISORY

THE THREE KEYS

Growth Framework™

Practical sales and leadership advisory
for your next stage of growth.

Growth becomes more achievable when your sales process, leadership and commercial direction work together. Build on your strengths, identify your next priorities and turn them into practical action.

01

Sales Engine Excellence

A repeatable process and clearer forecasts.

02

Leadership Alignment

Capable leaders and shared accountability.

03

Commercial Acceleration

Sharper positioning and focused priorities.

Start with clarity

Sales & Leadership Diagnostic

1. Free discovery call

30 minutes to discuss your business and growth priorities.

2. Online assessment

24 questions about your sales process and leadership approach.

3. Debrief with Simon

60 minutes to review your scorecard, top three priorities and practical 90-day action plan.

Diagnostic: $500 AUD excluding GST. The discovery call is free.

KEY 1

Sales Engine Excellence

A repeatable sales process. A clearer pipeline. Greater confidence in planning.

Sales Engine Accelerator

Create a sales process your team can follow consistently as the business grows. Align the way you qualify, progress and close opportunities with practical tools and clear expectations.

WHAT WE WORK ON

- Map and document the end-to-end sales journey.
- Define stage gates and qualification criteria suited to your market.
- Build a sales playbook, pipeline scorecard and review rhythm.

WHAT YOU GAIN

A shared way of working, better opportunity visibility and more confident forecasting.

Pipeline & Forecasting Mastery

Give your team a clear, evidence-based view of opportunity quality, timing and next steps. Establish the criteria and review habits that support more reliable forecasts.

WHAT WE WORK ON

- Define entry and exit criteria for each pipeline stage.
- Introduce objective opportunity scoring and weekly reviews.
- Develop a practical forecast model and reporting dashboard.

WHAT YOU GAIN

Clearer revenue expectations and a pipeline you can use to plan with confidence.

KEY 2

Leadership Alignment

Strengthen leadership capability, team ownership and consistent performance.

Sales Leadership Mastery

Develop sales managers and directors through one-to-one and group advisory, with practical support for leading people and making commercial decisions.

- Leadership development and structured one-to-one conversations.
- Feedback skills, performance discussions and pipeline management.

WHAT YOU GAIN

Leaders equipped to develop their people and set clear expectations.

Team Performance Accelerator

Strengthen individual capability and collective execution through focused team development.

- Capability assessment, targeted workshops and EQ / DISC profiling.
- Development plans tailored to team and individual priorities.

WHAT YOU GAIN

A capable, confident team with greater ownership of performance.

Performance Culture Builder

Make clear expectations and shared accountability part of everyday work.

- Leadership behaviours, performance standards and meeting rhythms.
- Quarterly planning and regular progress reviews.

WHAT YOU GAIN

A shared language and consistent rhythm for execution.

Incentive & Reward Design

Align commissions and rewards with the commercial outcomes your business values.

- Review and redesign the commission framework against your strategy.
- Plan documentation, communication and governance.

WHAT YOU GAIN

A clear reward framework supporting fair incentives and aligned behaviours.

KEY 3

Commercial Acceleration

Clarify your value. Align your teams. Focus on the right growth opportunities.

Market Positioning Sprint

Clarify who you serve, why clients choose you and how your team should communicate that value. Give sales and marketing a shared, compelling story.

WHAT WE WORK ON

- Define and validate your ideal customer profile.
- Develop a value proposition and messaging hierarchy.
- Assess differentiation and create a positioning playbook.

WHAT YOU GAIN

A clear, differentiated market position your team can communicate consistently.

Revenue Growth Intensive

A focused 4–6 week engagement to identify and act on the commercial opportunities most likely to move your business forward.

WHAT WE WORK ON

- Assess commercial priorities and focus on the strongest opportunities.
- Align sales, marketing and delivery around agreed actions.
- Build a growth plan with practical 90-day priorities.

WHAT YOU GAIN

Clear commercial direction, focused action and stronger alignment across the business.

Ongoing advisory with Simon is available by separate agreement.

SPECIALIST SUPPORT

Commercial Alignment

Bring teams, processes and positioning together through business change.

Merger Integration: Sales & Commercial Alignment

Create one effective commercial engine before, during and after a merger or acquisition. Establish shared sales practices and a structured approach to customer continuity and team alignment.

- Sales and commercial readiness assessment.
- Integration playbook for processes, team structure and product positioning.
- Shared qualification methods and customer communication plans.
- Post-merger dashboard and 90-day commercial acceleration plan.

WHAT YOU GAIN

A practical integration plan that supports customer continuity, team alignment and progress towards the transaction’s commercial objectives.



Simon Barlow

ADVISOR · THREE KEYS

Practical sales and commercial leadership advisory, focused on strengthening your processes, developing your leaders and turning priorities into action.

Let’s discuss your next stage of growth.

Book a free 30-minute discovery call.

+61 418 792 756 · simon@threekeys.com.au