

POV Sprint

Your organization's best thinking about the problem you solve, configured once and pressure-tested on 10 accounts.



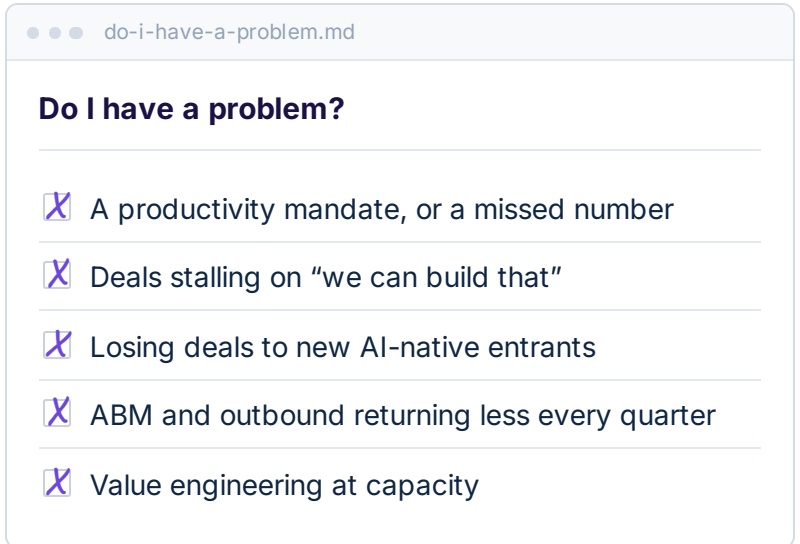
Why anything, why now • How the sprint runs • What it hands you

What do you do to make sure every rep is credible?

The best sellers sell the problem, not the product.
Leaders wish the whole team would sell that way.

The POV Sprint arms all of GTM with a deeper understanding of their customer's problems, Cost of Inaction and impact math and the change required to make it happen. We support that with grounded research your sellers can trust, and then work hand in hand with reps on 10 deals to dial in the narratives and numbers.

Use your Point of View to power **Supercase** software, or take the outputs and use them to inform your existing GTM assets, content and messaging.



Working session to live in four weeks.

FOUR WEEKS

W1 The first draft.

We generate a first version for you to react to, built from public data and what you already know: your deck, a few call recordings, win-loss notes. Nothing waits on it.

W2 The working session.

Two to three hours with your marketing, sales and strategic finance leaders. The room debates the draft, and new versions come back while everyone is still together.

W3 Lock it in.

Go-to-market leadership confirms the refined version, and it goes into Supercase with your KPIs, your Customer Financial Model and the change plan.

W4 Hands on for 10 accounts.

A version for each of your first 10 accounts, checked by the people who work them, and a manager's script so first-line managers roll it out to their teams.

WHO'S IN THE ROOM

The working session is run with your team, not around them. Everything that comes out of it is theirs to own afterwards.



Product Marketing

Owens the positioning the point of view has to sit inside.



Sales Enablement

Owens how it reaches every seller, and the training calendar it has to fit.



Sales Leader

Decides what the team will actually carry into deals.



Top Rep

Tells you in the room whether it survives contact with a real buyer.



Subject Matter Expert

The root-cause insight nobody outside your company has.

Not just another workshop

An actionable point of view needs three things at once. Supercase is uniquely positioned to help you with all three.

Expert articulators

Expert math modelers

Technical infrastructure



Tom Williams

CO-FOUNDER, CEO

23 years in B2B sales strategy, RevOps and product marketing. Head of Revenue Strategy at Clari after it acquired his company, DealPoint. Built the Supercase modelling engine.



Aaron Bean

CO-FOUNDER, GO-TO-MARKET

Two decades helping go-to-market teams at Google, Microsoft, IBM and Lenovo sharpen their story and run account-based programs.

Assets for every stage of the deal.

From the first conversation to the business case the CFO reads — one point of view, the math behind it, and the research under both.

-
- | | | | |
|----|---|---|------------------------|
| 01 |  | Point of view
Root cause, buying triggers, the ladder to the C-suite and the canary metric — in named fields a person or an LLM can use. | DOCUMENT · MARKDOWN |
| 02 |  | Cost-of-inaction model
Which KPIs are right for your buyer, how each converts to money, and what the status quo costs. | SPREADSHEET · HTML |
| 03 |  | Change plan
The buyer's path from decision to value, with an honest build-versus-buy comparison beside it. | SPREADSHEET · HTML |
| 04 |  | Grounded research
Every claim mapped to a source you can open, tiered by distance from the primary — plus what we threw out. | JSON · SPREADSHEET |
| 05 |  | Business case & one-pager templates
How a business case should flow — problem, root cause, solution, cost of inaction, implementation options, budget — plus the one-page format. | DECK · PDF · SUPERCASE |
| 06 |  | Your first 10 accounts, tuned by hand
Rep prep on ten live deals, then two to four deal reviews as they progress — and what we learn feeds back into the templates. | SUPERCASE · PDF |
-

Point of view

What every rep starts from — written once, in named fields, so it can be reused by a person, an AI, or the software. Not a deck and not a messaging doc: a structured object where each part has a job.

SHIPS AS
Document
Structured Markdown
Live in Supercase

1

WHO'S IN THE ROOM

Product Marketing

Sales Enablement

Sales Leader

Top Rep

Subject Matter Expert

acme - point-of-view.md

2

SUMMARY

Acme makes software sellers credible with the engineering leaders who approve their deals... so CROs get more technical deals won at full value without adding sales engineers in step with deal volume. ...more

3

AUDIENCE · ROLE / DEPT / COMPANY PROFILE

CRO or VP Sales (economic buyer) · VP Enablement or RVP Enterprise (champion) · VP Sales Engineering (influencer, often the skeptic). B2B software vendors selling into engineering departments, typically \$20M-\$200M ARR with a technical ...more

4

PROBLEM STATEMENT

Enterprise sellers lose technical deals they should win because they cannot hold a credible conversation with the technical executives who decide them, so the deal is argued by sales engineers brought in late who never owned the business case. ...more

5

C-SUITE LADDER

Losses at technical validation hit bookings attainment and forecast accuracy... SE becomes the gating resource, which drives up cost of sale and lengthens CAC payback. ...more

6

ROOT CAUSE

Orgs treat technical credibility as a staffing problem and add sales engineers, when it is a translation problem. Each handoff saves the deal in front of them, so it looks like it works — while it trains reps to disengage. ...more

7

BUYING TRIGGERS

Move upmarket

Platform or API shift

More technical competitor

SE capacity ceiling

Loss review pattern

New CRO

New product line

Buyer scrutiny

...more

8

END STATE · CHANGE TYPE

Reps own the technical narrative through the technical win. Change type: both (people + process) ...more

9

CANARY METRIC

AE-led technical discovery rate — share of first meetings with a technical exec where the AE runs discovery and no SE is on the invite. Source: CRM attendees + conversation-intelligence tags. ...more

10

COST-OF-INACTION NARRATIVE

Deals keep dying at technical validation and the forecast carries risk the pipeline review cannot see. Survivors close at lower value; discounting becomes how reps compensate for missing credibility. ...more

WHAT YOU'RE LOOKING AT

1

Who's in the room

Product marketing owns the positioning this has to stay true to and sales enablement owns what happens after, so both are core stakeholders from the start and everything that comes out is theirs to own afterwards.

2

Summary

One paragraph stating who you help, what changes, and the business result — written to be spoken aloud in a first call rather than read off a slide.

3

Audience

The economic buyer, the champion and the likely skeptic, named by role, plus the company profile this holds true for.

4

Problem statement

What goes wrong inside the buyer's organisation, stated without product or category language.

5

C-suite ladder

The path from the seller's problem to metrics the buyer's leadership already reports, so a champion can carry it upward unaccompanied.

6

Root cause

Why the obvious remedy fails. This is the claim a POV makes that messaging does not, and the one a buyer is most likely to argue with.

7

Buying triggers

Observable events that make the problem urgent — a reorg, a funding round, a competitor. Acme's POV has eight; the number depends on the market. They drive account scoring, outbound filters and discovery questions.

8

End state and change type

What is true once the problem is solved, and whether getting there is a people change, a process change, or both. Sets what the change plan has to cover.

9

Canary metric

A leading indicator that moves before revenue does, with the system it is read from. It tells a buyer within weeks whether the change is taking hold, rather than waiting a quarter for the P&L.

10

Cost-of-inaction narrative

What continuing as-is costs, in words. The model on the next page puts numbers to it; this is the reasoning they rest on.

Cost-of-inaction model

Twenty-three KPIs are available and custom ones get built during the sprint. The work is choosing the four or five your product genuinely moves, and defining how each converts to money and which part of the buyer's P&L it comes out of.

SHIPS AS
Spreadsheet
Self-contained HTML file
Live in Supercase

acme - coi-model.xlsx · KPI selection

1

THE CATALOGUE — 23 KPIS, FOUR SELECTED, MORE BUILT TO ORDER

GO-TO-MARKET

Win Rate

SQLs GeneratedPipeline ValueBudget EfficiencyDeal VelocityChurn RateNet Dollar Retention

PRODUCTIVITYTickets / Issue ResolutionTask Time ReductionEmployee Productivity

OPERATIONS & FINANCE

Days Sales Outstanding

Days Inventory OutstandingOnboarding TimeRisk ReductionRetire Existing ProviderRecover Leaked CostResource ConsumptionCredit + Debit ProcessingProcessing CostSpend OptimizationRate GainCycle TimeUnplanned Downtime

Selected for Acme. If the metric your product moves isn't in the 23, we build it during the sprint—a KPI is a definition in data, not code.

2

WHERE THE STARTING NUMBERS COME FROM

Input	Default	Where it comes from
Annual revenue · New ARR	\$48.0M · \$9.6M	Filings, funding data or the buyer's own figure
Segment share of New ARR	25%	Firmographics — the slice of the business this actually touches
Win rate · deal cycle	20% · 84 d	Industry benchmark until the buyer replaces it
Sales salary · new hires	\$185K · 6	Headcount and role data for a company this size

Every default is visible and editable. Missing inputs produce \$0, never a guessed number.

3

ONE KPI, DEFINED IN FULL — WIN RATE

Metric	Better	Current	Achievable	Money it draws from
% of opportunities that convert to closed-won	↑	20%	24%	New ARR

7

CONFIDENCE FACTORS — BASIS OF ESTIMATE

Current 20%

Ebsta x Pavilion 2025, 655,000 opportunities

Achievable 24%

Acme client results, 12 engagements 2014–2016

Segment share 25%

Replaced 4 Oct — buyer's own segmentation, call with RevOps

Pipeline \$ = New ARR + current win rate

\$2,400,000 ÷ 0.20 = \$12,000,000

Gross value = pipeline × win-rate gap

\$12,000,000 × 0.04 = \$480,000

Discounted along the rollout curve by the canary metric

× 0.65 = \$312,000 / yr

Current adoption credited back before the case is made

- already achieved

Every one of the 23 is evaluated the same way: current → achievable, along a rollout curve, discounted by adoption, converting to an annual dollar figure drawn from a named part of the buyer's P&L.

8

SCENARIOS — DETERMINISTIC, NOT SIMULATED

Scenario	Win rate	Basis	Cost of inaction · yr 1
Conseervative	22%	half the proof point	\$206,000
Likely	24%	below client average, deliberately	\$412,000
Stretch	26%	Acme 12-engagement average, +6 pts	\$618,000

WHAT YOU'RE LOOKING AT

- Sellers change the inputs. Nobody changes the math — and no language model goes anywhere near it. What you're buying is the choice of metrics, the arithmetic behind each one, and the discipline about what the numbers are allowed to claim.
- 1

Twenty-three KPIs — and custom ones on request

Go-to-market, productivity, and operations and finance. If the metric your product moves isn't among them, we define it during the sprint. A KPI is a declaration in data, so a metric specific to your market is configuration, not a software build.
- 2

Starting numbers are derived, not invented

Revenue and New ARR come from filings or funding data; the share of revenue the work touches comes from firmographics; win rate, cycle length and salary start from benchmarks for a company of that size and shape. Every one is on screen and editable, and a missing input returns \$0 rather than a guess.
- 3

Each KPI names its own arithmetic

What it measures, which direction is better, current and achievable, and which part of the buyer's P&L the money comes out of. Written down per KPI, so nothing is hidden in a formula bar.
- 4

Scoped to the part of the business you affect

Pipeline is worked back from New ARR and the current win rate, and New ARR is narrowed to the segment the work touches — not company revenue. Over-claiming the base is the first thing a CFO checks.
- 7

Confidence factors — the basis of estimate

Every KPI carries the source behind each number, labelled by where it came from. Defaults start at the benchmark that produced them; the seller replaces each one with the customer's own data as discovery turns it up, and the label changes with it. A CFO can see at a glance which figures are the buyer's own and which are still borrowed.
- 6

Adoption, then credit back

Value ramps with the canary metric rather than landing on day one, and whatever the buyer has already adopted is subtracted before the case is made.
- 8

Three scenarios, conservative first

Deterministic — no simulation, no confidence intervals. Stretch is your proof point; Likely sits deliberately below it.



Figures are illustrative. Your model is built on your pricing, your segments and your proof points.

supercase.ai/pov-sprint

Change plan

The buyer's path from decision to value, written out as well as costed — a narrative that states the plan and reads honestly on where each route is strong and where it isn't, beside the schedule in weeks, hours and dollars.

SHIPS AS
Spreadsheet
Self-contained HTML file
Live in Supercase

acme — change-plan.xlsx

1

NARRATIVE — THE PLAN, IN WORDS

Recommendation. Buy the fourteen-week program. Technical credibility is a translation problem, not a staffing one, so the fix has to reach every rep rather than adding another specialist. The vendor path front-loads the architecture work and puts certification inside the engagement, which is where DIY attempts usually stall.

Where the vendor path is strong. It is fast, it costs 480 fewer internal hours, and rep certification happens with someone accountable for it. **Where it is weak:** the material is not yours to begin with, and reinforcement depends on managers who did not build it.

Where DIY is strong. Capability stays in-house, the owner keeps content aligned to the roadmap, and the cash cost is low. **Where it is weak:** it takes your best SEs off live deals for ten weeks, and in practice it stalls after the first cohort. ...more

2

Vendor path — 14 weeks · 400 hrs · \$35,000

PHASE	DUR	HRS	WEEKS 1-14
Loss review and discovery	2 wk	30	
Technical positioning and message architecture	3 wk	50	
Asset creation	3 wk	40	
Rep training and certification	2 wk	240	
Manager reinforcement and handoff	4 wk	40	

3

Vendor — risks, stated

- Reinforcement fades if managers don't use the rubric → manager certification is in scope
- Architecture drifts as the product changes → enablement owns it after handoff, reviewed each release
- SEs resist reps taking first calls → SE leadership co-authors the escalation rules

4

DIY — honest strengths

- Capability stays in-house after the program ends
- Owner can keep content aligned to the roadmap
- Low cash cost — most of it is internal time
- But: pulls your best SEs off live deals, and stalls after cohort one**

WHAT YOU'RE LOOKING AT

1

A narrative, not only a schedule

This is the artifact your champion forwards when you're not in the room, and the words they use when they present it. It holds up in a steering committee because it argues against itself first.

The plan stated in words before it is stated in weeks: what to do, why that route, and an honest read on where each path is strong and where it isn't. A champion repeats the narrative in the meeting; the tables are what they forward afterwards.

2

Phased, with hours per phase

Not a timeline graphic. Hours are what let a champion staff it and a CFO price it.

3

Every risk paired with a mitigation

Named before the buyer names them. A risk with no mitigation is an objection you've handed over.

4

Both sides get strengths and weaknesses

The vendor path is weak in named places too. A comparison where one column has no downside is read as a sales document and discounted accordingly.

Grounded research

Every claim in the POV mapped to a source you can open, tiered by how far it is from the primary — plus the statistics we threw out and why. Nothing is asserted without a source.

SHIPS AS
RAG chunks (JSON)
Spreadsheet
Live in Supercase

acme - market-context.json

1

TIER A - PRIMARYSUPPORTS: ROOT CAUSE

Engineering leaders hold purchase influence

62% of respondents influence technology purchases · engineering managers 87% · senior execs 99% · most common evaluation: free trial (75%), asking other developers (73%)

Stack Overflow 2024 Developer Survey §4.4 - survey.stackoverflow.co/2024/work

2

TIER A - PRIMARYSUPPORTS: PROBLEM

Reps can't answer product questions

Reps don't know the answer to 40% of product questions · nearly 70% of companies say reps stray off message

Allego B2B leader study - flagged: vendor-sponsored, pair with a neutral source

3

TIER B - VERIFYSUPPORTS: COI

Average B2B win rate

19%, from 655,000 opportunities · early decision-maker involvement associated with 55% higher win rate

Ebsta x Pavilion 2025 GTM Benchmarks - secondary sources disagree on prior year (29% vs 21%); use current figure only

4

FIRST PARTYSUPPORTS: PROOF

Win-rate lift across 12 engagements

+6 percentage points within two quarters, on deals that reached technical evaluation

Acme client results 2014-2016 · rule: never pair with a second Acme stat

5

REJECTED

"SEs reporting into Sales have 14-point higher win rate" · BCG "3.4x revenue yield from multi-threading" · "67% of buyers prefer rep-free"

No primary source located; page reads as generated; secondary sources give conflicting figures.

6

```
{  "claim_id": "eng-influence", "tier": "A",  "supports": ["root_cause", "audience"],  "figure": "62% influence technology purchases",  "source_url": "survey.stackoverflow.co/2024/work",  "verified": true, "read_directly": true}
```

WHAT YOU'RE LOOKING AT

1

Tiered by distance from the primary

Tier A was read directly. Tier B is a secondary citation, flagged to verify before anyone quotes it.

2

Provenance flags, not just links

Vendor-sponsored surveys are labelled as such, with a rule for how to use them.

3

Mapped to the claim it supports

Each statistic is attached to a field of the POV. Orphan statistics don't ship.

5

The rejected pile is part of the deliverable

Three widely-circulated figures with no primary source behind them. Knowing what not to say protects a rep more than another statistic.

6

Machine-readable, so your stack can use it

The same corpus as JSON chunks — ready for your own RAG, your enablement tooling, or Supercase.

Business case & one-pager templates

How a business case should flow, and what belongs in each part. A structure you own — delivered as a presentation deck as well as configured in the software, so a rep can build one by hand or generate it per account.

SHIPS AS
Presentation deck
Exportable PDF
Live in Supercase

acme - business-case-template.pptx

1

THE FLOW — SIX SECTIONS, IN THIS ORDER

1 • Problem

What is going wrong, in the buyer's own terms. No product, no category.

2 • Root cause analysis

Why the obvious remedy has not worked. The section most business cases skip.

3 • Solution

What has to change — the mechanism, not the feature list.

4 • Cost of inaction

What the status quo costs, in the buyer's own KPIs. Placed before price.

5 • Implementation options

DIY versus vendor, both costed in weeks, hours and dollars.

6 • Budget options

Two or three shapes at different commitments — never one number.

6

ONE-PAGER — THE SAME CASE ON A SINGLE PAGE

Account • industry

Cost of inaction • headline number

Drivers — current → achievable

Low / likely / high table

Three-year curve

Sourced proof point

Sourced proof point

What we believe you're working on

The hypothesis — their priority in their words, then why deals stall, then the fix, then the ask

COST OF INACTION

Why doing nothing survives • what it costs • what it puts at risk

WHAT OUR RESEARCH SAYS

Account research, sourced

Priorities

Initiatives

Challenges

7

Footer carries the assumptions and the adoption inputs, so the numbers can be checked without asking.

WHAT YOU'RE LOOKING AT

- Most business cases open with the solution and end with a price, which is why finance reads them as sales documents. This one earns the number before it names it.
- 1

A fixed structure, not a blank deck
Six sections, each with a defined job and a rule for what belongs in it. A rep fills it in; they don't design it. Yours to use with or without the software.
- 2

Root cause comes before solution
The section almost every business case omits. Without it the buyer has no reason to believe the obvious cheaper fix won't work, and the case turns into a feature comparison.
- 3

Cost of inaction sits before price
Ordering decides interpretation. A number that arrives after the price reads as justification; the same number arriving before it sets the scale the price is judged against.
- 4

Implementation options, honestly costed
DIY beside vendor, both in weeks, hours and dollars. Leaving DIY out is how a deal is lost to "we'll just build it" three weeks after the meeting.
- 5

Budget options, not a quote
Two or three shapes at different levels of commitment. A committee that can choose is a committee that can decide.
- 6

The one-pager is a separate skill
The same case, one page, for the executive who will never open the deck. Its own layout: the number and the evidence down the left, the reasoning down the right.

Your first 10 accounts, tuned by hand

We prepare the rep for each of the first ten deals, coach them into the call, and come back over the following weeks to update the Supercase as discovery turns up more. What we learn on those ten feeds back into the templates every later account starts from.

SHIPS AS
Live in Supercase
Exportable PDF
One-pager per account

acme - first-10-accounts

1

TEN ACCOUNTS · POV, COST-OF-INACTION MODEL AND CHANGE PLAN BUILT OUT ON EACH

01

Meridian Data

Moved upmarket · new CRO Q2

POV

COI

Plan

02

Northwind Systems

Platform shift · SE ratio 6:1

POV

COI

Plan

03

Calder Analytics

Loss review pattern at validation

POV

COI

Plan

04

Aperture Logistics

New product line, technical buyer

POV

COI

Plan

05

Halyard Software

More technical competitor in deals

POV

COI

Plan

06

Ironwood Systems

SE capacity ceiling

POV

COI

Plan

07

Kestrel Networks

API platform migration

POV

COI

Plan

08

Lambent Health

Board date, Q1 renewal cycle

POV

COI

Plan

09

Orrery Labs

Buyer scrutiny rising on spend

POV

COI

Plan

10

Pinehurst Group

New CRO, quota up 30%

POV

COI

Plan

2

COACHED INTO THE CALL, THEN UPDATED AS THE DEAL PROGRESSES

October

Deal review · 60 min · recurring

MON	TUE	WED	THU	FRI
6	7 Dealreview 1 Meridian - Northwind	8	9	10
13	14	15	16 Dealreview 2 Calder - Aperture - Halyard	17
20	21 Dealreview 3 Ironwood - Kestrel - Lambent	22	23	24
27	28	29 Dealreview 4 Orrery - Pinehurst - template updates	30	31

WHAT YOU'RE LOOKING AT

The version that comes out of the workshop is a first draft. Ten live deals, worked alongside your reps, is where it evolves into the version the rest of the team inherits.

1 Rep prep, account by account

For each of the ten we build the point of view out against that specific account and get the rep ready to take it in — what we know about the buyer, which triggers are live, the questions to ask, and how the number was arrived at so they can defend it. Then we coach them into the call rather than handing over a document.

2 Two to four deal reviews as the deals progress

We come back as discovery turns things up and update the Supercase with it — the buyer's own figures replacing defaults, the wording sharpened where it landed, the change plan adjusted to how this buyer actually moves. Those learnings then feed back into the templates, so account eleven starts from a better version than account one did.

ALSO AVAILABLE

Two more ways we work with revenue teams.

The Value Selling Sprint

A value-selling kit built on what you already have — your positioning, your existing collateral and your sellers.

- 01 Point of view workshop
- 02 [Your industry] maturity model
- 03 Reframed leave-behinds
- 04 Reframed content
- 05 First-call agenda, objections & battlecards
- 06 Training & enablement

Six weeks. One segment. A kit your reps can use on Monday.

supercase.ai/value-selling-sprint

The Revenue Cadence Sprint

The meetings your revenue teams run, assessed and rebuilt — mapped by team, with a playbook and a defined data set for every one.

- 01 Cadence assessment
- 02 Cadence map, by team
- 03 A playbook for every meeting
- 04 The data each meeting runs on

Four weeks. One cadence your teams can actually keep.

supercase.ai/revenue-cadence-sprint