

Ahead of the Curve. Never the Tail.

*Together, we'll activate the
Revenue Expedition Process,
to drive traction, validate value,
and accelerate results.*



Ahead of the Curve

Nicholas Gagnon

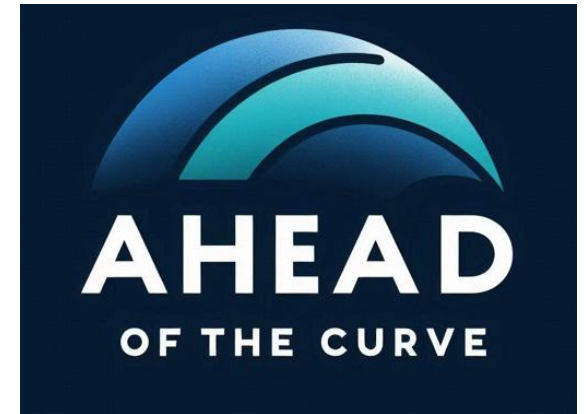
Chief Revenue Officer (CRO)

Mobile: 418-561-5108

nicholas@aheadcurve.co

www.aheadcurve.co

**Where do you want to
be in business?**



...or the tail wagging the dog?



Business moves fast.

Be the curve — not the tail.

Ahead of the Curve. Never the Tail.

Together, we'll activate the Revenue Expedition Process, to drive traction, validate value, and accelerate results.



1	Message Development <i>(Website adjustment)</i>	▪ Craft clear, compelling, and technically sound messaging aligned with customer needs and strategic positioning. ▪ Tailor tone and content for relevance across technical, procurement, and executive audiences.
2	Audience Definition & Segmentation <i>(Build list of contacts)</i>	▪ Identify and segment potential customers: technical evaluators, procurement officers, decision-makers. ▪ Map influence and decision authority to guide outreach and engagement strategy.
3	Proposition Framing & Feedback Loop <i>(Value proposition test)</i>	▪ Define the format: presentation, narrative, RFI, RFQ, or tailored proposal. ▪ Integrate customer feedback iteratively to refine the value proposition and ensure alignment with expectations and priorities.
4	Target Contact Management <i>(CRM)</i>	▪ Build and maintain a dynamic contact matrix: roles, influence level, engagement history. ▪ Prioritize outreach based on strategic fit, responsiveness, and decision-making authority.
5	Quote Development <i>(SOW response)</i>	▪ Translate Statement of Work into a detailed, value-driven quote. ▪ Include scope, deliverables, timelines, pricing, and risk mitigation strategies. ▪ Ensure traceability to customer requirements and internal capabilities.
6	Follow-Up & Feedback Integration	▪ Conduct structured follow-ups post-quote submission. ▪ Capture and analyze customer feedback to adjust scope, pricing, or delivery terms. ▪ Maintain momentum and reinforce value through targeted communication.
7	Purchase Order & Revenue Capture	▪ Formalize transaction via PO issuance. ▪ Validate terms, delivery schedules, and payment milestones. ▪ Align internal systems for revenue recognition and forecasting.
8	Execution Readiness & Operational Planning	▪ Assess production capacity and resource availability. ▪ Prioritize projects based on strategic value, customer urgency, and operational constraints. ▪ Implement steering mechanisms for execution oversight and adaptive planning.