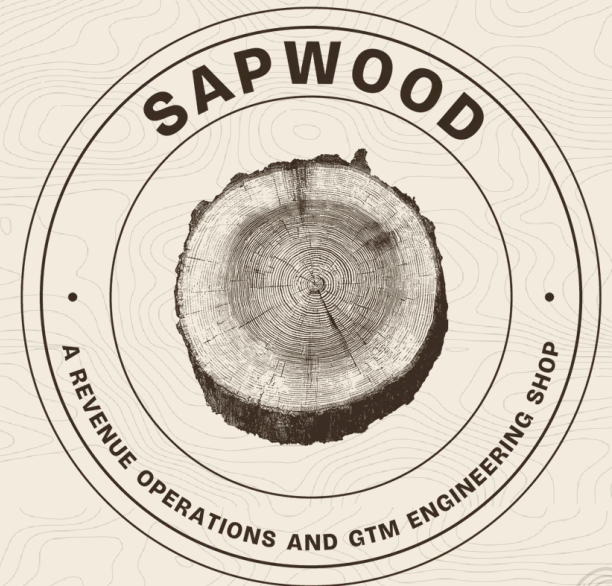


Is your revenue system working?

Whether it's your CRM, your tech stack, or you don't know what wins a deal,

Sapwood can fix it.



SIX STEPS, AND THE FIRST FIVE COST NOTHING

How we diagnose

- 1 Connect**
Tell us what is broken, or where you want to take your revenue system.
- 2 Simplicity**
Read-only access to whatever you run. Nothing is written, nothing changes.
- 3 Diagnosis**
We read the systems and align the actions worth taking.
- 4 Identification**
We work through the findings with you, and where Sapwood can help.
- 5 Assistance**
The report is delivered. Then we say what we would do, and what it costs.
- 6 Retention**
We stay on to see the changes made, if they are worth it to your org.

Free

Read-only access. The report is yours whether you build with us or not.



THEN WE FIX WHAT THE REPORT FOUND

What we build

CRM governance

One record per company, stages that mean something.

A CRM nobody trusts

Reporting and forecast

One definition per number, a method behind the call.

A forecast nobody believes

Attribution

Revenue traced back to what produced it.

Pipeline with no source

Revenue architecture

Lifecycle, pricing, renewal mechanics, health scoring.

Churn you did not see coming

Tech stack

Licenses finished, connected, wired into the work.

Tools you pay for and never use

Signal delivery

Weighted against what closed, delivered per rep.

Leads nobody gets to in time

AI answer visibility

What the models say, and the build that corrects it.

AI answering wrong about you

Hiring support

The rubric, the screen, the handover.

About to hire, cannot interview for it



DOES ANY OF IT WORK?

How we have moved other businesses

BEFORE		AFTER	THE NUMBER
CRM governance	Muddled data, no matching rules, and HubSpot and Salesforce not speaking across the org	One record per company, real stages, and workflows firing on business context	148,000 records corrected
Attribution	Ten million in pipeline with no traceable source and a taxonomy nobody followed	Campaign taxonomy rebuilt, handoff repaired, every dollar sourced	\$10M given a source
Reporting and forecast	No revenue operations function, three versions of the number, no history by stage	Data model, stage criteria, forecast methodology, and the cadence that runs on it	18 points of forecast accuracy
Revenue architecture	Seat pricing, customers paying for capacity they never touched, renewals run on guesswork	Repriced to consumption, churn scoring built, signals delivered to the CSMs	20% to 8% churn, year over year
Signal delivery	Intent, conversation and product signal everywhere, and nobody acting on any of it	One scoring engine, weighted against closed deals, delivered per rep in Slack	2% to 14% lead to qualified
Tech stack	Six licenses configured to the end of the trial and never finished	Finished, connected, and wired into the work reps actually do	Six tools in production

BEFORE AND AFTER



WHAT HAPPENS WHEN THE PROJECT ENDS?

Kaypo

Every consultant leaves. The system drifts, the scoring stops, and nobody notices until the forecast misses.

So we built the product half.

Kaypo keeps scoring every open deal on what your buyers actually do, long after the engagement ends. Every point traceable, every weight yours to set.

SAMPLE SLACK DIGEST, 7AM

Northwind Systems	62 → 74	Procurement joined the thread
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Calder Robotics	51 → 55	Two people opened pricing
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Amberline Foods	71 → 66	No reply since the demo
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Halden Freight	46 → 34	Second meeting no-show
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71 / 34	Wins against losses in Hindsight, scored on deals you already closed.
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WHAT DOES IT COST?

What it costs

Systems diagnostic

Free

One time. Read-only access across your CRM, stack, attribution and reporting, a written report with every gap ranked by what it costs, and Hindsight run on your closed deals.

Retainer

\$4,000_{/mo}

We own the revenue system and keep it working. Every discipline on the build page. What gets built next is set with you each month.

Retainer with Kaypo

+\$500_{/mo}

Everything in the retainer, and every open deal scored and delivered to reps in Slack. \$4,500 a month all in.

kaypo.io

\$1,500_{/mo}

Scoring on its own. You get the signals and Hindsight. Not the build, the governance, or anyone inside your systems. \$12,000 for the year.

Outside the retainer

\$300_{/hr}

A migration, a comp model, Power BI alignment, a ZoomInfo or Clay build, enablement. Agreed before it starts.



WHO DOES THE WORK

Who we are



Hi, I'm Daniel. A Colorado transplant and a new dad. Outside of here you can usually find me hiking, traveling, or riding my e-bike around town to pick up a local dessert.

The person who reads your CRM is the person who rebuilds it, and the person who answers when something breaks at month seven.

15 years

In go-to-market and revenue operations

Builders of kaypo.io

Deal scoring that shows its work

Denver, Colorado

Built in your accounts, and you keep the keys

WHO WE ARE



Start your free diagnostic

sapwood.io/book

hello@sapwood.io

kaypo.io

